

20/20 Vision Innovation

(one of ten plans released on March 20, 2012)



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20/20 Vision

Executive Summary

THE PLANS - A year ago we “blasted off” 20/20 Vision --- the ten year plan for arts and economic development. On March 20, 2012 we unveil the first ten plans. There are five community plans, and five county-wide plans. All are ten year plans, except for Innovation, which was meant to be a five year plan. The plans are, in the order they were presented at the unveiling:

1. Louisville
2. Education
3. Minerva
4. Artists
5. Jackson
6. Tourism
7. Alliance
8. Public Art
9. Massillon
10. Innovation

HIGHLIGHTS: When 20/20 Vision is completed we will have:

- Three blocks of historic buildings in downtown **Louisville** fully-occupied with cultural spaces, offices, and specialty retail.
- Arts and academics integrated in the majority of our school systems with **test scores “going through the roof.”**
- More than **75,000** tourists coming to experience the **“The Main Crossing”** project in Alliance.
- The **historic “Market Street”** project in downtown Minerva 95% filled with cultural spaces, offices, and shops.
- **“The Eleven”** - a monumental series of public art works celebrating the eleven greatest moments in professional football.
- A county wide Public Art Program with more than **350** new pieces of public art.
- The “town center” in Jackson transformed into an ongoing **celebration of Jackson history.**
- The **“Do the Loop”** marketing partnership between Hall of Fame, McKinley Museum, First Ladies, Classic Car, and the Cultural Center/Arts District attracting **150,000** visitors a year.
- **Stark County artists** recognized for their public art commissions in cities across the nation.
- More than **50,000** visitors experiencing the attractions of the **QuARTer** art and retail project in downtown Massillon.
- And, finally, a Stark County that is recognized nationally as one of the **10 most innovative places in America.**

We invite you to read on and see how we’re going to do it.

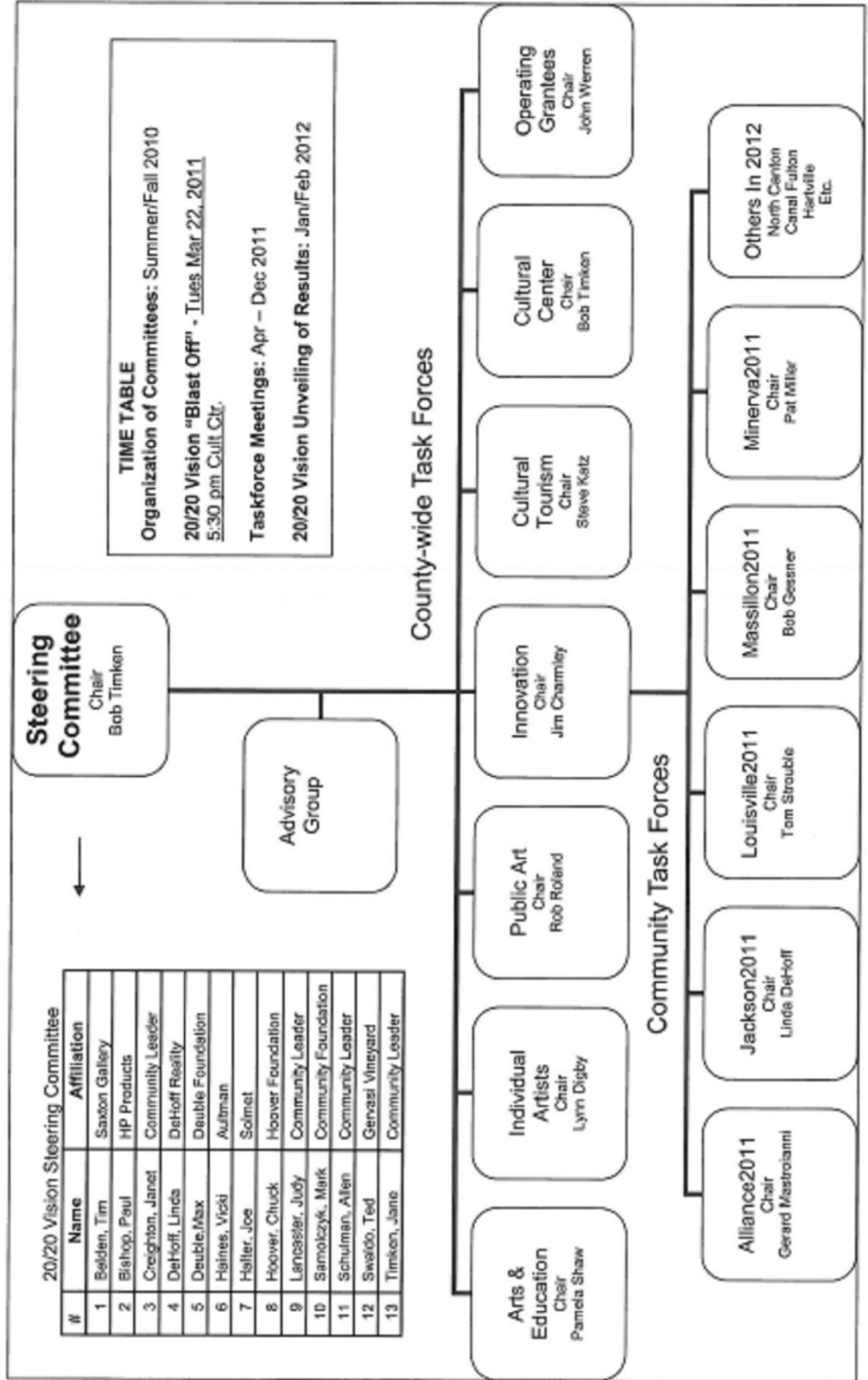
THE PROCESS – Bob Timken chaired the 20/20 Vision planning process to create a 10 year plan for arts and economic development for Stark County. There are 12 Task Forces and a Steering Committee. (There is a chart on the following pages.) The 20/20 Vision planning process was funded by Stark Community Foundation and ArtsinStark. The Steering Committee, which reviewed the first ten plans coming from our Task Forces, was made up of the following people.

	Name	Notes
1	Belden, Tim	Saxton Gallery
2	Bishop, Paul	HP Products
3	Creighton, Janet	County Commissioner
4	DeHoff, Linda	DeHoff Realtors
5	Deuble,Max	Deuble Foundation
6	Haines, Vicki	Aultman
7	Halter, Joe	Solmet
8	Hoover, Chuck	Hoover Foundation
9	Lancaster, Judy	Lawyer
10	Samolczyk, Mark	Community Foundation
11	Schulman, Allen	Community Leader
12	Swaldo, Ted	Gervasi Vineyard
14	Timken, Bob	Chair
13	Timken, Jane	Community Leader

THE PLAN IS BEING RELEASED NOW - We have twelve 20/20 Vision Task Forces that started their work one year ago. Ten of their plans are in this document. Because of the complexity involved, we will be releasing the plans for two Task Forces next fall. They are: 20/20 Vision Cultural Center, and 20/20 Vision Operating Grantees (the seven largest arts organizations in Stark County).

20/20 Vision
 10-year plan for arts and economic development in Stark County
 Funded by ArtsInStark and Stark Community Foundation

11/21/11



20/20 Vision Innovation

THE CHALLENGE – Northeast Ohio and Stark County has always been a place of inventors, and of innovation. We are still that today. We believe that arts and innovation are connected. Since 20/20 Vision is a plan for arts and economic development, how would you go about increasing the level of innovation in Stark County?



THE PROCESS – For a year Jim Charmley chaired a task force of ten business, education, and community leaders to answer this question.

	Lname	FName	Notes
1	Boyd	Ted	Entrepreneur
2	Charmley	James	Timken. Dir of Product Technology
3	Diab	Dorey	Provost Chief Academic Officer
4	Fleiner	Mark	Rolls-Royce Fuel Cell Systems
5	Karcher	Geoff	Karcher Group
6	Minard	Mike	Delta Media
7	Paquette	Steve	Stark Development Board
8	Quigley	Bill	Malone University
9	Sirak	Gary	Sirak Financial
10	Vitale	Bob	Entrepreneur

THE PHILOSOPHY – We had to come up with a way to measure the level of creativity in Stark County, and to set a baseline from which to begin. Here are our metrics:

- 1) Number of patents applied for and/or approved annually from Stark County.
- 2) Number of new businesses started in Stark County.
- 3) Number of young professionals working in Stark County.
- 4) Number of creative industries in Stark County as measured by Dunn & Bradstreet.
- 5) Number of community innovation initiatives started annually in Stark County.
- 6) Number of “innovation” success stories reported on line and in the media about Stark County.

YEAR ONE – For the first twelve months we want to:

- 1) Select educational or business organizations to lead 20/20 Vision Innovation.
- 2) Set up process for releasing “first county innovation index in America.”
- 3) Find sponsor for first “Genius Awards.”

- 4) Assemble 20/20 Vision Implementation Committee.
- 5) Begin marketing component by putting together "A Short History of Innovation in Stark County."

STRATEGY - 20/20 Vision Innovation is not a ten year plan --- it's a five year one. This is because the Task Force members felt things are changing too quickly. But when we are done, we plan to:

- 1) Have hosted more than 100 corporate and community workshops on innovation.
- 2) Have a full-time "Innovation Coordinator" in place.
- 3) Have raised, collectively, the level of innovation in Stark County by 20%.
- 4) Have established Stark County as one of the 10 most creative counties in America.

20/20 Vision Innovation Plan Chart

Year One - first 12 months		Notes	Risk
1	Find organization to lead process	StarkState, KentState, StarkDevBoard, etc	Medium
2	Recruit company to host 1st corporate workshop	Timken Company: patents, innovation models	Medium
3	Recruit partner to measure # of new businesses	Stark Development Board	Medium
4	Recruit partner to host 1st community workshop	Kent State University. Invent Now. Kids/adults	Medium
5	Recruit Ystark to measure # of young professionals	Do sampling based on major and med employers	Medium
6	Find sponsor for first annual "Genius Awards"	International speaker. Unique format.	Medium
7	Assemble 20/20 Innovation oversight group	Implementation committee meeting quarterly	Medium
8	Unveil "Innovation Index" (II) and other materials	Release "Short History of Stark Cty Innovation"	High

Year Two - 12 months		Notes	Risk
1	Host 10 innovation workshops and events	Corporate, community, schools, on line	Medium
2	Hire part time "Innovation Coordinator"	Running all workshops and activities	Medium
3	Refine innovation index measurement tools	Take what we've learned, and improve it	Medium
4	Second "Genius Awards" and "II": Goal 5% growth	Release Innovation Index #2	High
5	Continue marketing strategy with themes	Theme: citizens as inventors	High

Years Three - 12 months		Notes	Risk
1	Host 20 innovation workshops and events	Corporate, community, schools, on line	Medium
2	Expand "Innovation Coordinator" duties	Running all workshops and activities	Medium
3	Third "Genius Awards" and "II": Goal 10% growth	Release Innovation Index #3	Medium
4	Continue marketing strategy with themes	Theme: corporate innovation	High

Years Four - 12 months		Notes	Risk
1	Host 35 innovation workshops and events	Corporate, community, schools, on line	Medium
2	"Innovation Coordinator" is full time	Producing events, workshops, publications	Medium
3	Fourth "Genius Awards" and "II": Goal 15% growth	Release Innovation Index #4	Medium
4	Continue marketing strategy with themes	Theme: community innovation	High

Year Five - 12 months		Notes	Risk
1	Host 50 innovation workshops and events	Corporate, community, schools, on line	Medium
2	Fifth "Genius Awards" and "II": Goal 20% growth	Release Innovation Index #5	Medium
3	Continue marketing strategy with themes	Theme: 1 of 10 most creative counties in America	High