

The Middletown Advantage...

Discover Success in the Middle



Dayton Development Coalition

A Partnership For Regional Growth





Helping You To
Enhance Your Bottom Line



Your company's search for the right place to do business is driven by any number of good reasons—but only one compelling goal: to enhance your bottom line.

The Cincinnati-Dayton Region is home to ten Fortune 500 companies, including Middletown's AK Steel. And, with more than 1.5 million workers living within 50 miles of Middletown, your company is sure to find...

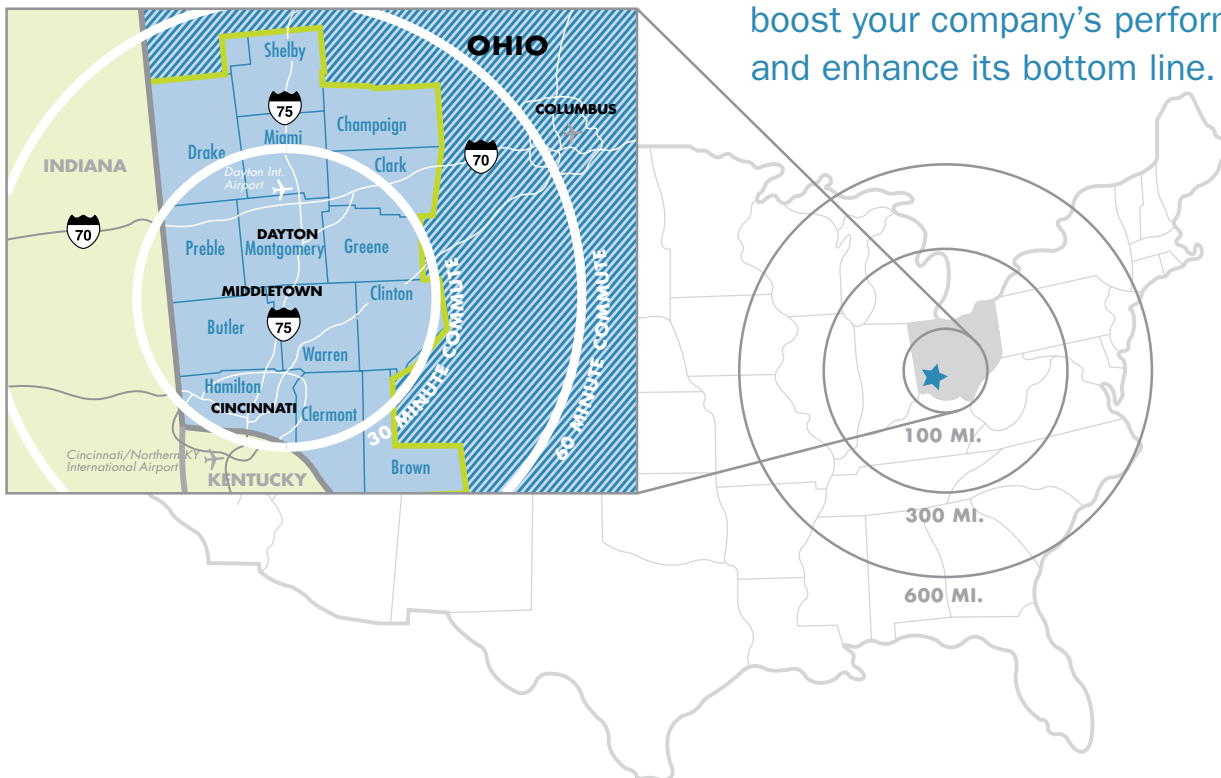
Success In the Middle.

30-MINUTE COMMUTE REGION	AMOUNT OF WORKFORCE
Cincinnati–Dayton	70.5%
Atlanta	50.7%
Dallas–Ft. Worth	58.3%
Minneapolis–St. Paul	67.8%
Washington D.C.	49.8%



Middletown Brings
Powerful Advantages

Middletown’s powerful advantages will boost your company’s performance—and enhance its bottom line.



Middletown’s strengths offer your company outstanding advantages—

- Core competencies that increase competitiveness in a variety of industries
- Central location and outstanding access to transportation
- The right space, available immediately to meet your needs
- A large, educated labor workforce
- A booming market within one of Ohio’s fastest growing corridors
- Educational resources of top colleges, universities and vocational training schools
- Housing and amenities to suit every lifestyle
- Economic development assistance through the City of Middletown



Southwest Ohio

Regional Strengths & Industry Targets

Location/Logistics

Our region is within 600 miles of 43% of the nation's population, 50% of the Canadian population, 41% of the nation's purchasing power, 44% of the nation's manufacturing, and 54% of the nation's value-added by manufacturing.

Skilled Workforce

From skilled manufacturing workers to corporate executives, entrepreneurs and world-renowned researchers, the human capital spectrum in our region is dynamic and diverse. We have nationally recognized workforce development programs and facilities.

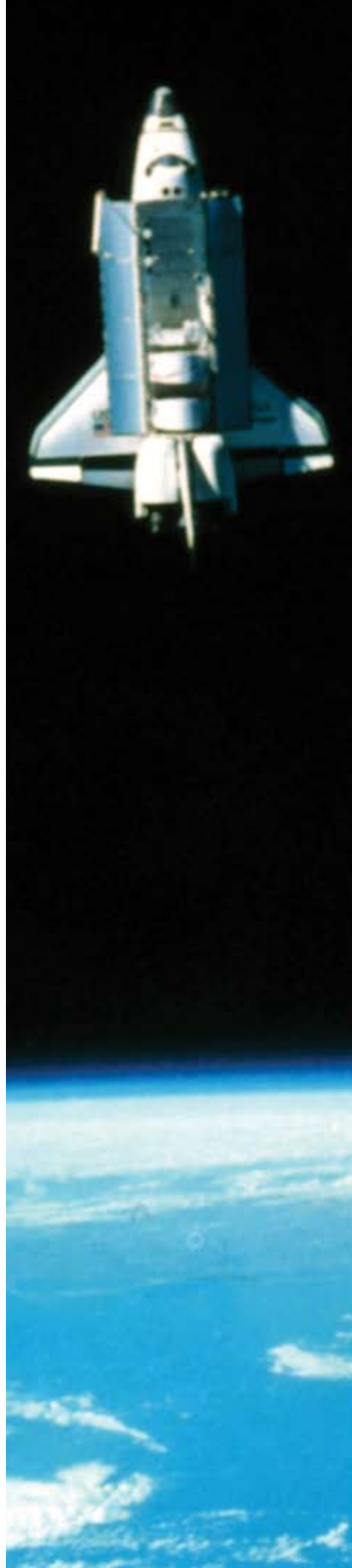
Transportation

With access to two international airports, one of the country's most important interstates and major railroads, the region is well-connected to the nation's economy.

Collaborative Regional Capabilities

All sectors of our region – academic, business and government /military – serve together in a wide variety of capabilities from collaborative research centers in aerospace and data management to national centers of excellence in advanced materials and manufacturing.





Aerospace

Middletown's Aeronca, Inc. is one of more than 600 aerospace-related defense contractors and R&D organizations that thrive in our region. The region is home to GE Aircraft Engines, which supplies engines for commercial and military aircraft around the world, and Wright-Patterson Air Force Base, which supports thousands of technical jobs through its work in science and technology, intelligence, acquisition and logistics. In 2003, the Cincinnati-Dayton corridor was awarded \$2.5 billion in U.S. defense spending and \$1.4 billion for U.S. Air Force projects.

Advanced Materials & Manufacturing

From world-class R&D and technology transfer organizations to capital investment and industry support, our region has a rich history and an innovative future in materials and manufacturing including composites and leading edge nanotechnology to the latest best practices in advanced manufacturing.

As a leader in chemical and plastics employment, the region is home to Procter & Gamble and almost 300 businesses involved in the manufacturing of basic and specialty chemicals; pharmaceuticals; soaps and cleaners; flavorings; printing inks; adhesives, paints and coatings; and plastics and rubber products.

Data Management

Anchored by corporate partners NCR/Teradata, LexisNexis, Standard Register, and Reynolds & Reynolds, the region continues to be a leader in advanced data management. This industry is further supported by the Air Force Research Labs at Wright-Patterson Air Force Base, as well as other world-class R&D initiatives.

REGION	UNDERGRADUATE	PH.D
Cincinnati–Dayton	242,230	28,525
Atlanta	173,288	25,977
Dallas–Ft. Worth	219,274	26,412
Minneapolis–St. Paul	140,538	20,763
Washington D.C.	382,123	104,197



Levey Hall – MU Middletown



Education

College & University Support

Miami University’s Middletown, Hamilton and Oxford campuses and the 20 institutions of higher learning within a one-hour drive of Middletown do more than train competent employees. These institutions also enrich our lives by preparing tomorrow’s workers, teachers, scholars and leaders... advancing technology development... initiating worthwhile projects... and keeping our community youthful and vibrant.

Nearby colleges and universities offer degrees in many fields, including paper sciences and engineering, applied science, business administration, management information systems and law. Our community colleges – considered among the country’s best – offer associate degrees in many areas, with engineering, business and industrial technologies being especially strong.

Rosa Parks Elementary



University of Dayton



Vocational Support

When Middletown companies need specialized training, they turn to the 400+ adult education courses offered at local career centers and community colleges, like Butler Tech, Cincinnati State, and Sinclair Community College. Providing some of the nation’s best vocational and training programs, they are tailored to meet the needs of the area’s businesses and industries.



Atrium Medical Center



Health Care

Medical Centers & Hospitals

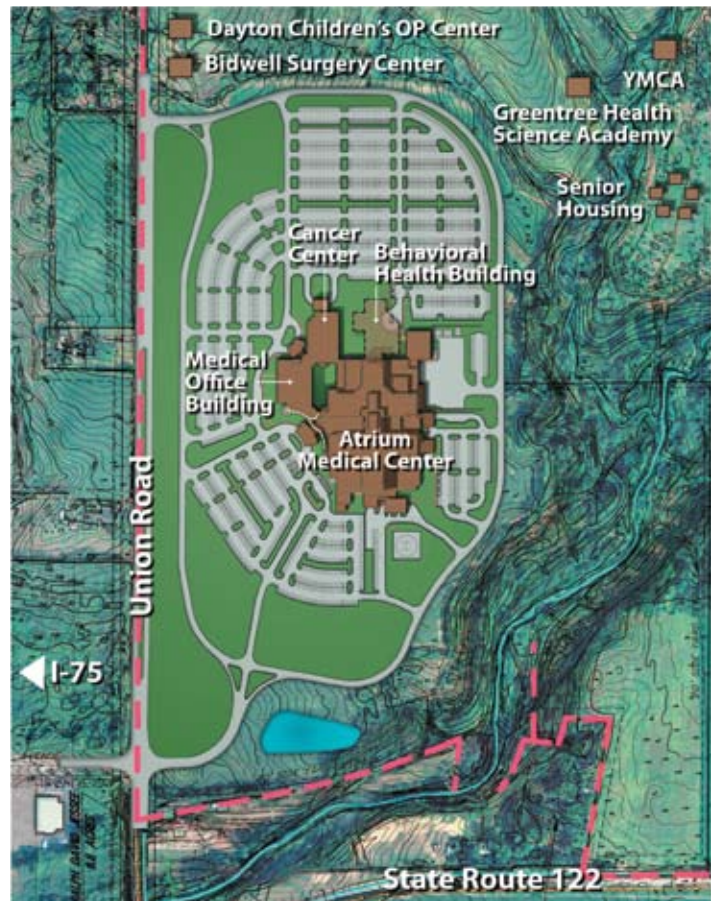
Middletown residents have access to an array of outstanding health care services and providers. Middletown Regional Hospital, a full-service, acute care hospital makes its home within the city limits. The hospital has served the Middletown and surrounding areas for nearly 90 years and now is building a new health campus on the east side of the city near I-75.

Premier Health Campus – Middletown will open in December 2007 and will include 750,000 square feet of medical space including Atrium Medical Center and an attached five-story medical office building, two-story cancer center, and a behavioral health pavilion. The campus also includes a freestanding outpatient surgery center and a Children's Medical Center of Dayton medical office building. Also planned on the campus is health education through the Greentree Health Science Academy, senior housing, and a campus YMCA.

By 2020, more than 1,000 new jobs will be added to the nearly 2,000 people currently employed at the hospital. The new campus will attract physicians, key vendors in the health care industry, and technologists in the fields of life science, bio-tech, and information technology – all high-paying, new economy jobs.

Other nationally-recognized health systems and physician groups are conveniently located close to the area. For example, a national center for aerospace medicine is in the process of being relocated to Wright-Patterson Air Force Base as a result of the Pentagon's base realignment and

closure (BRAC) program. As a part of this program, more than 1,000 high-paying jobs will be moving to the region and more than one million square feet of laboratory, classroom, and office space will be built by 2011.



Premier Health Campus – Middletown



What's new in **Middletown!**

The rapid world-class development of The Renaissance, a professional office, commercial, retail and residential complex; the new Premier Health Campus—Middletown; the vibrant development of the entire East End; and the major upgrading of the I-75/SR122 interchange, which serves as the gateway entrance to Middletown—that's what's new! All of this East End activity is creating a dramatic new image and vision for the city.

But that's not all. Middletown's downtown is undergoing significant renovation and redevelopment, turning it into a regional destination for the arts, business, and retailers alike.

International acclaim is not new to Middletown. For over 25 years, the world-famous Middfest International celebration has been held annually on the first weekend in October. The Middfest experience has explored the diversity of peoples and cultures from countries around the globe with art, music, food and flair. The event has also helped educate us about history, religion, literature, and our shared humanity. Over 25 countries have been spotlighted during those 25 years.

Other events, like the Ohio Challenge Hot Air Balloon Festival in late July and the Light Up Middletown celebration, which is held from late November through early January, are just two of the many annual events and attractions that help make Middletown such an exceptional city in which to live, work, and play!





Connect TO THE WORLD



Southwest Ohio offers convenient access to the world. With our top-rated international airport and vast interstate system, we offer the ability to connect easily and efficiently.





The Cincinnati/Northern Kentucky International Airport—CVG—is one of the world’s fastest-growing airports and serves as a major hub for Delta Air Lines and Comair.

CVG provides nonstop, daily connections to Italy, Germany, France, U.K. and the Netherlands—one of the only cities of our size offering this variety of nonstop European flights.

Dayton International Airport—DAY—also serves Southwest Ohio with frequent and competitive air service to destinations throughout the U.S. and Canada.

Middletown’s Hook Field Municipal Airport’s 6,000 ft. runway—one of the longest in Southwest Ohio—provides excellent access for recreational and corporate aviation alike.

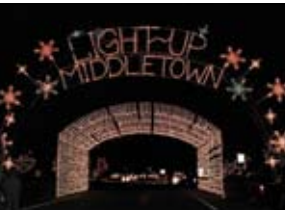
CVG is a world-class airport offering:

- 635 daily departures
- 130 destinations served non-stop
- More than 100 same-day cities—conduct at least four hours of business and be home the same day
- Delta’s second-largest hub
- #1 US Airport, 2004**
- Number 1 in Passenger Satisfaction among US Gateways, 2003*
- Number 1 in US for Service and Convenience, 2004**
- One of the World’s Best Airports— 1994–2004*
- One of the five best in World Service and Convenience, 2004**

(Sources: *International Air Transportation Association, **Official Airline Guide/Skytrax Research)

RANK	METRO AREA	MEDIAN HOME PRICE
18	Dayton	\$114,000
32	Cincinnati	\$140,000
53	Atlanta	\$180,000
158	Boston	\$369,000
105	Chicago	\$251,000
79	Dallas	\$181,000
133	Orlando	\$239,000
159	Washington, DC	\$430,000

Source: The NAHB/Wells Fargo Housing Opportunity Index (2006)



Southwest Ohio

One of America's Most Livable Regions

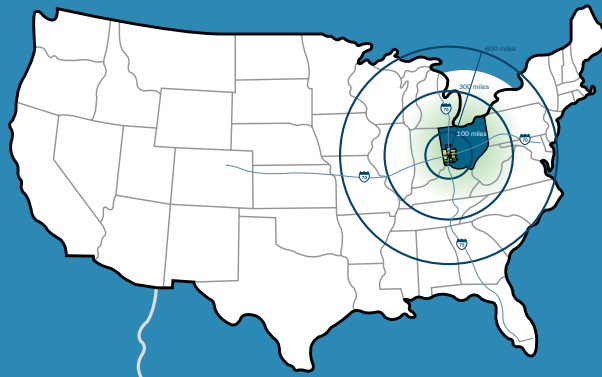
Southwest Ohio is more than a place, more than any one city or any one attraction, and certainly, more than any one industry. What makes this region unique among areas to live, work and play is the combination of our many diverse assets.

From professional sports teams, to the nationally recognized fine arts programs, and some of the best family-oriented festivals and fairs in the country, the Cincinnati–Dayton region offers something for everyone, including the Cincinnati Reds and Bengals, the National Museum of the US Air Force, and the National Aviation Heritage Area.

Among the many great aspects of living and working in our region is our real estate market. From business facilities

(where Ohio was ranked first in the Midwest and second in the nation by *Site Selection* magazine for new investment) to residential real estate (where the region was ranked 1st in the Midwest and 18th in the nation by *Fortune* magazine for affordability), our business owners and citizens enjoy better commute times, greater diversity of lifestyles, and more affordable real estate than many larger metropolitan markets.





The 60-Minute Commute

We have referred to this region as our “60–minute commute market.”

There are a couple of reasons for measuring and marketing our region this way.

Commute times are a real life metric that means something to people. Rather than define our region by jurisdictional boundaries, mileage, or Census Bureau statistics, we found that people and businesses want real life data. What is life really like in our region? What do we really have access to in our personal and professional lives? Drive times are a personal measure.

Just as important in telling our story is how we compare to other cities, areas, or regions of the country. When we compare the apples-to-apples metric of drive time, we find that the region has more access to as much or more resources than many larger cities, and at a significantly lower cost of living than many areas of the country.

With Cincinnati and Dayton within an hour’s drive from Middletown, businesses can recruit from a larger workforce pool.

Middletown is within 600 miles (1000 km) of 43% of the nation’s population, 50% of the Canadian population, 41% of the nation’s purchasing power, 44% of the nation’s manufacturing and 54% of the nation’s value-added by manufacturing.

And, within approximately 60 minutes, Middletown businesses and citizens have access to two international airports with more daily operations than many larger metropolitan areas.



OHIO

60 MINUTE COMMUTE

30 MINUTE COMMUTE

KENTUCKY

INDIANA



Cincinnati/Northern KY International Airport



Dayton International Airport



DAYTON

MIDDLETOWN

CINCINNATI

Shelby

Darke

Champaign

Miami

Clark

Preble

Montgomery

Greene

MIDDLETOWN

Clinton

Butler

Warren

Franklin

Hamilton

Clermont

Dearborn

Boone

Kenton Campbell

Brown

Gallatin

Grant

Pendleton

Bracken



Abundant Opportunity

Regional Attractions & Amenities

Our region has and makes available just about everything our citizens can imagine here in the Midwest. Within the region and, further, within approximately a 60-minute drive, we offer world-class amenities in fine arts and entertainment, family fun, professional and collegiate sports, major attractions, fairs and festivals, and museums and historical sites.





Sports & Recreational **Attractions**

Cincinnati

Reds, Bengals, U.C. Bearcats, Cincinnati Zoo, Kings Island, Newport Aquarium, ATP

Cleveland

Indians, Browns, Cavaliers, Rock & Roll Hall of Fame, Sea World

Columbus

Ohio State Buckeyes, Crew, Blue Jackets, Clippers, Scioto Downs, Columbus Zoo

Dayton

U.D. Flyers, Dragons, Museum of the United States Air Force

Detroit

Lions, Tigers, Red Wings, Pistons, Henry Ford Museum/Greenfield Village

Indianapolis

Colts, Pacers, Indianapolis Motor Speedway/Indy 500, Children's Museum

Lexington

Kentucky Horse Park, Keeneland, U.K. Wildcats

Louisville

Churchill Downs/Kentucky Derby

Sandusky

Cedar Point



Location. Location. Location.

When this development truism was crafted, its creator may well have had Middletown in mind. Consider these facts:

- Middletown is located on Interstate 75 between two major metropolitan markets, Cincinnati and Dayton and 2.8 million people.
- Middletown is in the middle of a development boom in Butler and Warren Counties, one of Ohio's fastest growing corridors.
- Middletown has ready access to material, natural, educational and human resources.
- Middletown is situated over one of the largest natural aquifers in the U.S.
- Middletown enjoys easy access to world-class arts and entertainment venues.

ECONOMIC DEVELOPMENT

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Dayton Development Coalition

A Partnership For Regional Growth

Photos provided courtesy of the Cincinnati USA Regional Chamber, the Dayton Development Coalition, Premier Health Campus—Middletown, The Middletown Convention & Visitor's Bureau, Miami University Middletown, and The Renaissance.

