

## PRESS RELEASES: MIDDLETOWN JOINS CINCINNATI USA

### **The City of Middletown Partners with the Cincinnati USA Partnership for Business Recruitment and Marketing Efforts**

MIDDLETOWN, April 5, 2006 – The City of Middletown has entered into an agreement with the **Cincinnati USA Partnership** to assist with the city's business attraction and marketing efforts.

The agreement with the Partnership provides the City with access to the tremendous resources available for business development in the Cincinnati region. These resources include the group's business attraction efforts, trade missions, and advocacy work. The agreement also provides for involvement in the region's branding and marketing efforts and other initiatives like CincyTechUSA. And, much like the City's agreement with the Dayton Development Coalition, Middletown sees this as another critical part of the City's economic development efforts.

Bill Murphy, Middletown's Economic Development Director, explains the agreement with the Cincinnati USA Partnership opens the door to resources and expertise that would otherwise be unavailable given the City's limited resources. "Having access to the Partnership's business development and marketing resources is much like having a team of development professionals working for the City. As we nurture business development opportunities, it is important for us to have relationships with the people and resources to make deals happen." Adding, "The Cincinnati USA Partnership has played a key role in facilitating economic development projects and marketing the greater Cincinnati region and we are very excited to continue building our relationship with this key regional resource."

The Cincinnati USA Partnership also recognizes the importance of having Middletown involved in the Partnership's efforts. According to Neil Hensley, the Partnership's Senior Director for Economic Development, the ongoing relationship with Middletown is an important part of the group's efforts to engage the Dayton region. "Increasingly, we are seeing the Cincinnati and Dayton regions working together on issues like aerospace and research and development as the two regions grow closer together, both physically and economically." Adding, "We see Middletown playing a key role in uniting these two regions and growing our collective efforts."

More information about the Cincinnati USA Partnership can be found on the organization's website at [www.cincinnati-chamber.com](http://www.cincinnati-chamber.com) or by contacting Christy Meyers at (513) 579-3107.



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