

minutes to the west. A bit further up the road and you're in Cleveland, home of Cleveland-Hopkins International Airport.

To the north of the county, there's the Youngstown/Warren Regional Airport. Recognizing the port's untapped potential for becoming a major air cargo hub, the federal government committed nearly \$32 million in funding toward its development.

Highway access is another strength for Columbiana County. There's east-west U.S. 30, and there's north-south



Route 11, the "Lake-to-River Highway" that provides four-lane connections to Lake Erie and the Ohio River. These and other highways also link up nearby with major Interstates, including I-70, I-76, and I-80.

The State's Largest River Port

A lot of communities have great roads; not too many can provide manufacturers with access to one of the world's greatest transportation arteries.

Columbiana County sits on the Ohio River. Each day, barges and towboats carry goods to and from river ports such as Pittsburgh, Cincinnati, St. Louis, Memphis, and New Orleans. From New Orleans, the nation's largest port, Columbiana County's goods can travel to the world's markets.

It's that Ohio River location—and the availability of high-quality clay in the area—that led to the region's

first great economic boom, driven by the pottery industry. At one time, East Liverpool and Columbiana County produced almost half the country's china and pottery! Today, several companies—including Hall China and Homer Laughlin China (originator of the famous Fiesta® line)—keep that tradition alive and well in this river community.

And don't be misled by those quaint pictures of riverboats gently paddling down the river. The Ohio and connecting Mississippi are working rivers; every year, the Ohio carries more than *250 million* tons of cargo:

everything from coal to fuel the region's power plants to chemical products used by dozens of industries in the valley. That's more cargo than the Panama Canal carries!

Columbiana County's port system, handling 15 million tons of cargo a year, is Ohio's largest on the river. In fact, when you add up all the traffic that moves on the state's

river ports and the nearby Lake Erie deep water ports, Ohio is actually the country's fourth largest maritime state, larger than New York!

Few areas in the Midwest can match Columbiana County's access—year-round access—to efficient, low-cost water transportation.

A Northern County

Mention the Ohio River and most people think of Southern Ohio. And while Columbiana County is certainly light years away from the hectic urban life style common to the state's northern cities, the fact is that it's an hours drive from Cleveland—and only about 40 minutes from downtown Pittsburgh.

That means there's easy access to the cultural, educational, and entertainment opportunities that only a big city can offer.

Quality of Life? Its cost of living, including the cost of a new home, is ranked one of the lowest in the entire U.S. Its educational system, on the other hand, is strong and growing, with new and renovated school facilities offering state-of-the-art learning experiences. For higher education, there are several branch campuses of major colleges and universities in the county itself, along with a number of business and technical schools.

Beyond that, you'll find more than 40 additional schools within 75 miles, including nationally known colleges and universities such as the University of Pittsburgh, Case-Western Reserve, the University of Akron (home of the country's leading College of Polymer Science and Polymer Engineering), and many others.

In Pittsburgh, there's a world class Symphony Orchestra—and Major League baseball, football, and hockey teams. In Cleveland, you'll find one of the nation's largest live theater complexes at Playhouse Square. For classical music, there's the Cleveland Orchestra. And for Rock Classics, try the Rock 'N Roll Hall of Fame!

And, for those whose like the entertainment a little wilder, there are several internationally known theme and amusement parks nearby!

Looking Beyond The River

The Ohio River system provides unmatched development opportunities, but Columbiana County isn't just focusing its efforts on riverside communities. On the contrary, communities inland from the river—including long-time industrial center Salem, Lisbon, and Leetonia—are prime targets for continued development.

They offer rail access, locations on or near major four-lane highways, available infrastructure, and other plusses to employers planning to locate or



A Winning Combination

Columbiana County and its communities have a lot to offer to employers and employees, but those natural advantages are magnified by two important plusses: Ohio and Appalachia. Because the State of Ohio, already a leader in economic development, has developed a special set of incentives available to employers locating or expanding in the state's river crescent.

Ohio's incentives are internationally recognized for their effectiveness. In fact, during the 1990s, more U.S. companies—over 6,000—selected Ohio for investments in new facilities and expansions than any other state. More global companies have made Ohio their second home than any other state, too. Over 1,200 non-U.S.-owned companies have decided to invest in Ohio.

The state's incentive philosophy is built on several cornerstones:

- *Provide meaningful incentives that help companies grow — incentives such as tax credits that reward investment and job creation, training assistance, and other programs.*
- *Offer those programs to new and existing employers, to help companies that already operate in the state build their future in Ohio.*

The success of those development policies is obvious: 44 other states have adopted economic development programs that mirror Ohio's! Capitalizing on their benefits is one of the cornerstones of the Governor's Opportunity Agenda.

But employers choosing Columbiana County for projects enjoy additional benefits, thanks to the state's commitment to encourage development in its Appalachian region.

For example, the Governor's Office of Appalachia funds economic development, training, travel and tourism, and other initiatives.

To learn more about the State of Ohio's economic development efforts, contact the Ohio Department of Development at 1-800-345-OHIO.