

Welcome to Blue Ash

An Economic Powerhouse in a Vibrant Community



BLUEASH 
ASPIRE. ACHIEVE. ADVANCE.

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Aspire

Blue Ash is in the Heart of a Thriving Metropolitan Region



Aspire to a Prestigious Business Address

Blue Ash is a professionally managed, prosperous community that is home to over 2,000 businesses. Our city features office parks and innovative manufacturing as the heart of its business sector, with a balanced quality of life that other small cities have aspired to replicate. Unlike a lot of small cities throughout the U.S., Blue Ash has a clear legacy of success in place as a foundation to build upon.

Location: Easy Access to Major Markets

Blue Ash is strategically positioned near the convergence of interstate highways, I-75, I-71 and I-275, in the heart of Cincinnati's booming and affluent northeast suburbs. We are in Hamilton County, only 12 miles northeast of downtown Cincinnati, 44 miles south of Dayton, and 27 miles northeast of the Cincinnati-Northern Kentucky International Airport which is Delta Air Lines' second-largest hub and home to several daily nonstop overseas flights.

"Being in Blue Ash means having 'made it' and image is important to any business. Blue Ash's services are second to none. Recreational amenities are available to its corporate tenants as well."



*Tim Schroeder, President
CTI Clinical Trial and
Consulting Services*

Blue Ash's Superior Location Makes it:

- Within a one-hour flight of half the U.S. population
- Accessible to 20 major U.S. markets via a one-day interstate highway drive, with 30 other major metropolitan areas reachable on the second day
- A 20-minute drive to downtown Cincinnati's business district and cultural attractions

Tri-State Region:



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Business Climate: An Economic Powerhouse

Blue Ash is an economic powerhouse located in the epicenter of a vibrant metropolitan area. Our small-city population of 12,000 swells to 50,000 each weekday as an influx of mostly white-collar professionals commute to Blue Ash to work for leading global companies and innovative small businesses. This highly skilled workforce and the 2,000+ companies they serve have made Blue Ash the region's second-largest office market, an economic force that trails only downtown Cincinnati.

Through a progressive and aggressive approach to planning by Blue Ash city officials, we have nurtured the development of a diverse business base that remains strong through business cycles. Executive office, R&D, professional services and light manufacturing are key industries. Their continued success is why more than 1.5 million square feet of Class A office space has opened in Blue Ash over the past 15 years, with more than 500,000 additional square feet under development.

"Blue Ash offers a hub of state-of-the-art office space, and there is no other place in the region providing such an attractive setting with easy access to clients and employees alike."



*Jennifer C. Wolfe,
Esq., Apr
The Wolfe Practice, LPA*

Workforce: Educated & Highly Skilled

Key statistics on the Greater Cincinnati workforce:

- 1.56 million workers live within 50 miles of downtown Cincinnati
- 100,000 young professionals join the workforce each year
- 47,000 scientists, engineers and technicians are employed
- 300 engineers enter the workforce annually from the University of Cincinnati
- 56% of the workforce is "white collar" and 19% is in the "service" industry
- Approximately 71,000 traditional and non-traditional students attend colleges and universities in the Cincinnati area for education and training
- Almost one million students are enrolled at some 300 colleges and universities within a 200-mile radius.

Partial List of Blue Ash Firms

Belcan Engineering Services
Cincinnati Eye Institute
Citigroup
Coca-Cola
Ethicon Endo-Surgery, Inc.
Ingersoll Rand (Steelcraft)
Kroger
LSI Industries
Mercy Health Systems
The Procter & Gamble Co.
RDI Marketing
Schaeffer Investments
Sunny Delight Beverage Co.
Time Warner Cable
Toyota Motor Sales, U.S.A.
United Medical Resources
Xerox
Wornick Company



The Toyota Building

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Blue Ash is a Small Cities Model



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Quality of Life

Achieve Business Success and Personal Fulfillment

Life is good by any measure in beautiful Blue Ash, a city that has achieved a perfect balance of commerce and community. Our carefully planned mix of land usage that seamlessly combines residential (35%), business (35%) and public/other (30%) is a proven formula for prosperity and superior livability. It makes Blue Ash a small cities model, and the ideal environment to inspire business and personal achievement.

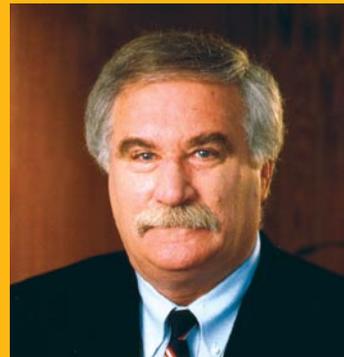
Education: Exceptional Opportunities

Blue Ash offers exceptional educational options within its city limits at every level, from primary and secondary studies to MBA programs. The Sycamore School District ranks among Ohio's top public school districts, while Ursuline Academy is the area's premier private school where almost 80% of its graduates receive college scholarship offers.

Raymond Walters College is Ohio's largest regional college campus and a branch of the University of Cincinnati, one of the nation's 20 largest public universities. The College

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"Blue Ash is a very progressive city. There is a great balance and a very positive attitude in working with both residents and business. It's a great city with something for everybody."



*Bob Ready, President
LSI Industries*

offers its 4,200 students a wide range of degree and professional certification programs. Its Professional Development Institute provides training services to over 100 local companies each year.

Also a brief drive from Blue Ash is the Great Oaks Institute of Technology & Career Development and Cincinnati State and Technical College. Great Oaks provides skills training to more than 70,000 adults annually and Cincinnati State has one of the nation's largest co-op programs and a 98% job placement rate for its graduates.

Cost of Living: Affordable & Attractive

The Cincinnati region's 93.7 ACCRA Cost of Living Index (2004) is significantly below the national benchmark of 100, making it far more attractive and affordable than most major metropolitan areas.

Blue Ash has been selected twice as one of the "50 Fabulous Places to Raise Your Family in America," from thousands of communities across the country. Blue Ash is a highly desirable residential community because of

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the aesthetic beauty of the community, amenities and public service provided by the city and diversity of housing options. Our outstanding neighborhoods offer everything from secluded luxury estates and mature subdivisions to apartment and condominium complexes for young professionals.

Recreation & Entertainment: The Best of Both Worlds

Blue Ash offers the best of both worlds. Our hometown atmosphere is complemented by all the big-city amenities of a major metropolitan area of over 2 million residents. With a regular schedule of city-sponsored festivals, concerts and other special events, there's always



Award Winning Blue Ash Schools

"Time Warner Cable chose The City of Blue Ash as our corporate headquarters over 20 years ago. The City has a unique combination of small town charm and big city sophistication."



*Pamela E. McDonald
Vice President of
Public Affairs
Time Warner Cable
- Cincinnati Division*

something fun and exciting going on in Blue Ash that attracts people from throughout the region.

Our recreational amenities are second to none for a small city. They include a nationally recognized public golf course, a 37-acre sports complex, parks, bike paths, a nature park with hiking trails, and the city-run Blue Ash Recreation Center where special rates are extended to Blue Ash-based companies and their employees.

Funding recently was secured to transform part of the Blue Ash Airport property into a 128-acre public park with gardens, multi-purpose paths and a performing arts and conference center with spacious areas for training and other corporate events.

Being located in the heart of Greater Cincinnati also means that Blue Ash is essentially 20 minutes or less from the region's top attractions such as professional and college sports, downtown Cincinnati's world-class museums, Kings Island Amusement Park, and over 100 golf courses.

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Hawthorne Center, home of Coca-Cola

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Blue Ash is an Ideal Environment for Work & Family



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Blue Ash Residence

Arts & Culture: Progressive & Sophisticated

Blue Ash's standing as a progressive, sophisticated community is evident by its support of the cultural arts. Performances by the Blue Ash/Montgomery Symphony Orchestra are considered among the Midwest's finest regional orchestras. The City of Blue Ash presents an impressive schedule of free concerts, festivals and other cultural events that attract over 350,000 people annually. Raymond Walters College also features many arts and cultural events, programs and classes on its Blue Ash campus.

Cincinnati is nationally renowned for supporting the arts as well. The city's Fine Arts Fund is ranked among the nation's top three united arts annual fundraising campaigns (total dollars). This stellar support allows the city to maintain world-class institutions such as a symphony orchestra, ballet, pops orchestra, opera, and more than 100 museums and art galleries.

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"Working in Blue Ash, I appreciate the City's focus on recruiting and retaining businesses. As a resident, I enjoy the Recreation Center, bike lanes as well as the huge concerts, festivals, and other events. I also value other outstanding city services, such as efficient snow removal and excellent public safety services."



Tracy Lewandowski,
General Manager,
Magellan Health Services

One of America's Most Advanced Regions

The Greater Cincinnati area—spanning 15 counties in three states—is known as Cincinnati USA for marketing purposes. Cincinnati USA was named as one of the "Top 10 U.S. Cities For Work and Family" by *Fortune Magazine* and one of "America's Most Livable Cities" by Partners for Livable Communities.

The region features a mild climate, world-class arts organizations and museums, professional sports teams, 40,000 acres of green space and major cultural events. It often plays host to traveling arts, culture, political forums and sports events of national or international prominence.



Parks, bike paths and trails wind through the City of Blue Ash

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Advance to Blue Ash

In the middle of Cincinnati USA—literally and figuratively—is Blue Ash, Ohio. We are an integral part of the metropolitan area, a small city with a big heart and a legacy of perfectly balancing commerce with community. It's why Blue Ash has been featured in both editions of the book, *50 Fabulous Places to Raise Your Family in America*, and why more than 2,000 successful businesses of all types and sizes call Blue Ash home.

While Blue Ash has a proud past, our future looks even brighter. On our near horizon are new office complexes, a performing arts/conference center, expanded recreational facilities, and new park space. We continue to seek tangible ways to enhance every aspect of our amazing city that offers so much in only 7.7 square miles of land.

Visit BlueAshAdvance.com or contact us directly at (513) 745-8520. We invite you to discover for yourself why Blue Ash is the ideal city for a prosperous business and a fulfilling life.

"P&G is proud of its long-term partnership with the City of Blue Ash. It is an ideal location that provides easy access for our employees, suppliers and business partners. It is centrally located to P&G facilities in Cincinnati and to restaurants, hotels and other amenities that service our employees and out of town visitors. Our employees find the Blue Ash community a desirable place to live."



*Bruce Brown,
Vice President
Research & Development
Global Hair Care
Procter & Gamble*

City Contacts

ADMINISTRATION:

administration@blueash.com

General City Information (513) 745-8500

City Administration and Council (513) 745-8510

Community Development (513) 745-8520

Tax Office (513) 745-8516

COMMUNITY AND ECONOMIC DEVELOPMENT

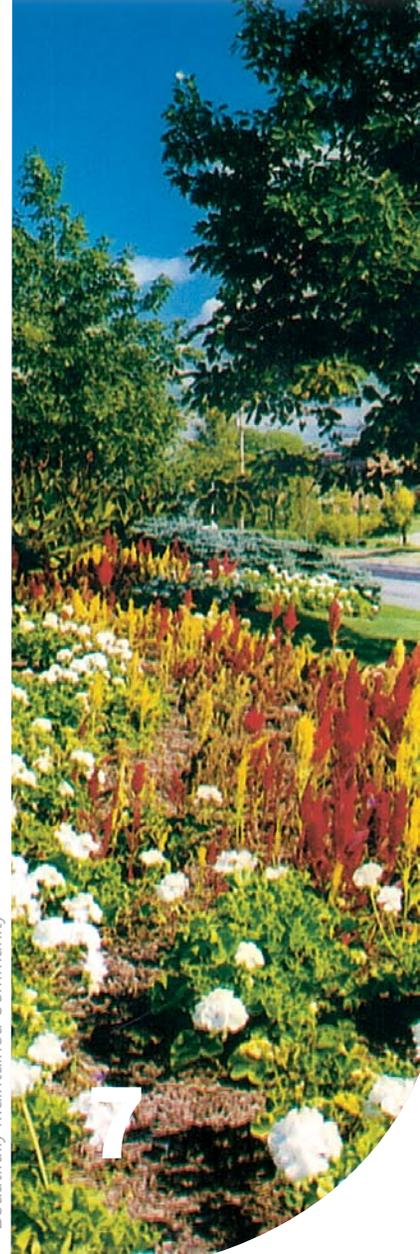
development@blueash.com

Economic Development (513) 745-8524

Building Permits, Zoning and Inspections (513) 745-8520

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Beautifully Maintained Community





City of Blue Ash

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