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ORA requesting contributions from Titusville

By Tom Boyle

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Jack Crawford, chief executive officer of the Oil Region Alliance (ORA) Board of Directors, told council during a budget work session on Tuesday that the organization was doing a good job marketing the area.

Crawford wants council to donate \$10,000 in 2006 and \$20,000 in 2007 to ORA, whose mission it is to increase the population and prosperity of the oil region.

According to Crawford, 200 jobs in the industrial park in Barkeyville became a reality due to ORA's marketing efforts.

"This is the key to moving forward,"

he said.

Crawford also said there were three "pillars" to making ORA's projects successful: The mission, public and private partnership and 60,000 cheerleaders.

"All of us must make all of this happen," Crawford said. He stressed that community leaders would play a pivotal role in ORA's success. "We want the leaders to say 'We're going forward and not looking backwards,'" Crawford said. "We can't do it without the financial support and leadership of the community."

Speaking on behalf of ORA was Mike Allyn, executive director, Titusville Redevelopment Authority (TRA). Allyn said there was common sense in ORA's "collective marketing."

Joe Carter, TRA chairman, pointed out the connection between ORA's effort and the current Oil 150 celebration, which is now in the planning stages. "We all need to work together," Carter said.

"Without marketing dollars it will be very difficult for us to be successful," Crawford said.

Councilman Denny Peden told Crawford what he needed to be sold on was whether or not to use the money ORA wants for something the city needs like a new fire truck. "This is something I have to weigh," Peden said. Councilman John Frye said he thought the money would be better spent locally, helping entities such as the TRA.