



## August 2017 Economic Development Summary Report

### Columbus2020 & JobsOhio Projects:

These are leads and projects that were submitted to us from Columbus2020 or JobsOhio. The statistics are updated on a weekly basis.

- Total Lead Opportunities: 50
- RFI's Submitted: 19
- Reasons for not submitting: No buildings meeting size requirements; No pad ready sites meeting size requirements; High water user; No Class A Office; Odors and Noise; Building Height; Inappropriate Usage for Area
- Presentations to Companies: 2
- Site Visits: 2
- Reasons for Not Getting Selected: Height limitations due to airport.
- Projects Completed: 0
- # of Jobs: 0
- Payroll: 0
- Investment (\$): 0

### Direct Industrial Projects:

These are leads and projects that came to our team directly via our marketing efforts or our relationships with site consultants, developers or real estate professionals. They are not duplicated in any of the other sections of this report. The statistics are updated on a weekly basis.

- Total Lead Opportunities: 43
- RFI's Submitted: 43
- Main Reasons for not being selected: Location not close enough to major customer, Zoning not appropriate
- Presentations to Companies: 30
- Site Visits: 15
- Projects Completed: 0
- # of Jobs: 0
- Payroll: \$0
- Investment (\$): 0

### Tech & Office Projects:

These are leads and projects that came to us from a variety of resources and are from the technology, R&D, business support and services, consulting, medical, education or consumer services industries. These will typically represent low job creation numbers but high wages. They are not duplicated in any of the other sections of this report. The statistics are updated on a weekly basis.

- Total Lead Opportunities: 33
- RFI's Submitted: 33
- Main Reasons for not submitted: N/A
- Presentations to Companies: 33
- Site Visits: 24
- Projects Completed: 2
  - Taft/
  - TriTraction
- # of Jobs: 5



- Payroll: \$400,000

#### **Retail and Restaurant Projects:**

These are leads and projects that came to us from a variety of resources and are from retail, food service and entertainment industries. These are what we call soft-infrastructure jobs as they provide needed resources for our industrial, technology and office employers and their employees. They contribute greatly to the quality of life that makes our community more attractive to these other types of employers. They are not duplicated in any of the other sections of this report. The statistics are updated on a weekly basis.

- Total Lead Opportunities: 59
- RFI's Submitted: 59
- Main Reasons for not submitted: N/A
- Presentations to Companies: 59
- Site Visits: 59
- Projects Completed: 4
  - Off The Block Custom Meat and Specialty Shop
  - Tiger Lee's Martial Arts
  - Secret Identity Comics
  - Real Big Puppy
- # of Jobs: 7
- Payroll: \$240,000

#### **Business Retention & Expansion Projects:**

These are projects from any industry where a company is either in a position to grow in our community or we need to provide opportunities, solutions and support to keep them in our community. A majority of new jobs created in any community are typically from current employer expansions. The statistics are updated on a weekly basis.

- Company Visits: 89
- Surveys Completed: 89
- Projects: 58
- Projects Completed: 6
  - Ohio Health Radiation Oncology
  - Washington Auto Parts Inc.
  - Olivina Tap Room (liquor license)
  - Greater Gouda (liquor license)
  - Aldi (liquor license)
  - Carolina Color
- # of Retained Jobs: 8
- # of Expanded Jobs: 10
- Payroll (expanded): \$2,600,000
- Investment (\$): \$7,300,000

#### **Glossary:**

- Lead – Information was requested by a company, site consultant, real estate professional or developer for a specific company.
- RFI's Submitted – We prepared and submitted a proposal for these requests for information (RFIs).
- Presentations – We met with a company or its representatives at a location other than one of our sites or buildings.
- Site Visit – A company or its representatives visited one or more of our sites or buildings.



- Projects Completed – Projects for which all incentive and assistance granting bodies have finalized their packages, those packages have been accepted by a company and the company announces its plans to locate, expand or stay.
- # of Jobs – Jobs that are created or expanded WHEN a project is completed.
- Payroll – New or expanded payroll generated WHEN a project is completed.
- Investment (\$) – The amount a company intends to spend on real estate, construction, machinery and equipment WHEN a project is completed.

### Economic Climate

Leads from JobsOhio and Columbus2020 are 72% higher than in August 2016. Our local industrial leads are 95.5% higher than August 2016. Tech/Office/Medical leads are at the same pace as August 2016. Our directly generated target industry leads have also exceeded leads generated from our JobsOhio and Columbus2020 economic development partners for the first time in recent history with 52% more of those leads coming directly to us. Retail/Restaurant leads also are still tied with 2016 numbers.

Our business retention and expansion visits are up 31% over 2016 and we are seeing 14% more visits convert into projects.

### Website

In August, website traffic increased slightly over July, 2017. Visitors also looked at more pages while at our site. Traffic from referral sites including media outlets increased 8%. Other website visitation statistics remained relatively similar from year over year.

#### Website Traffic



#### Location of Website Visitors

City	Sessions	% Sessions
1. Delaware	213	24.51%
2. Columbus	173	19.91%
3. Lewis Center	37	4.26%
4. Dublin	27	3.11%
5. Cincinnati	21	2.42%
6. Powell	21	2.42%
7. Detroit	17	1.96%
8. Sunbury	15	1.73%
9. Westerville	15	1.73%
10. (not set)	12	1.38%



### How Website Visitors Came to Our Site

Acquisition						
	Sessions	↓	% New Sessions	↓	New Users	↓
	869		71.23%		619	
1 ■ Referral	420		<div style="width: 48%;"></div>			
2 ■ Organic Search	187		<div style="width: 21%;"></div>			
3 ■ Direct	178		<div style="width: 20%;"></div>			
4 ■ Social	84		<div style="width: 10%;"></div>			

### What Did Visitors See While Visiting Our Site

1. Homepage – 1,576 pageviews
2. Property Search – 222 pageviews
3. Delaware Does Event Registration – 210 pageviews
4. Resources Page – 196 pageviews
5. Delaware Does Event Page – 174 pageviews
6. Business Highlights – 128 pageviews
7. Site Selection Page – 82 pageviews
8. Incentives and Assets Page – 78 pageviews
9. Start A Business Intro Page – 64 pageviews
10. Grow Your Business Page – 48 pageviews