



October 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: 56
- RFI's Submitted: 23
- 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: 4
- Site Visits: 4
- 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: 49
- RFI's Submitted: 49
- Main Reasons for not being selected: Location not close enough to major customer, Zoning not appropriate
- Presentations to Companies: 33
- Site Visits: 19
- Projects Completed: 0
- # of Jobs: 0
- Payroll: \$0
- Investment (\$): 0

Tech/Office/Medical 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: 41
- RFI's Submitted: 41
- Main Reasons for not submitted: N/A
- Presentations to Companies: 41
- Site Visits: 32
- Projects Completed: 6
 - Taft/
 - TriTraction
 - Ascent Audiology and Hearing



- Bolton Insurance
- ACR Consulting Services
- Substratum
- # of Jobs: 33
- Payroll: \$2,750,000

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: 81
- RFI's Submitted: 81
- Main Reasons for not submitted: N/A
- Presentations to Companies: 81
- Site Visits: 81
- Projects Completed: 6
 - Off The Block Custom Meat and Specialty Shop
 - Buckeye Motors
 - Tiger Lee's Martial Arts
 - Secret Identity Comics
 - Periwinkle Studios
 - Real Big Puppy
 - Speedway
 - Flying Pig Ale House
- # of Jobs: 42
- Payroll: \$1,100,000

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: 99
- Surveys Completed: 99
- Projects: 62
- Projects Completed: 7
 - Ohio Health Radiation Oncology
 - Washington Auto Parts Inc.
 - Olivina Tap Room (liquor license)
 - Greater Gouda (liquor license)
 - Aldi (liquor license)
 - Carolina Color
 - Federal Heath
- # of Retained Jobs: 83
- # of Expanded Jobs: 85
- Payroll (expanded): \$5,600,000
- Investment (\$): \$7,500,000



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

In 2017, Tech/Office/Medical leads and projects are dominating our project load as we continue to concentrate on attracting and growing companies that create jobs for our existing labor force.

Leads from JobsOhio and Columbus2020 are 30% higher than in October 2016. Our local industrial leads are 75% higher than October 2016. Tech/Office/Medical leads are 17% higher than October 2016. We also have completed twice as many Tech/Office/Medial projects and generated 5 times more jobs and payroll than same point in time in 2016. Our directly generated target industry leads have also exceeded leads generated from our JobsOhio and Columbus2020 economic development partners for the third month in a row with 61.6% of our leads coming directly to us and not through our partners. Retail/Restaurant leads also are 22.7% higher than October 2016.

Our business retention and expansion visits are up 23.8% over 2016 and we are seeing 10.7% more visits convert into projects.

Website

In October, website traffic increased 36% over October 2016. Visitors also looked at 52.6% more pages while at our site. Traffic for organic search (Google, Bing, etc.) continue to increase due to our improved search result rankings for many keywords. Site and building searched increased by 50% over the previous September while the Start A Business page increased by 38%. Other website visitation statistics remained relatively similar from year over year.

Website Traffic





Location of Website Visitors

City	Sessions	% Sessions
1. Delaware	275	23.87%
2. Columbus	189	16.41%
3. Lewis Center	45	3.91%
4. Cincinnati	40	3.47%
5. Powell	40	3.47%
6. Sunbury	32	2.78%
7. Dublin	30	2.60%
8. Westerville	29	2.52%
9. Ann Arbor	19	1.65%
10. Detroit	19	1.65%

How Website Visitors Came to Our Site

	Acquisition		
	Sessions ↓	% New Sessions ↓	New Users ↓
	1,152	69.97%	806
1 ■ Referral	491	<div style="width: 42.62%;"></div>	
2 ■ Direct	273	<div style="width: 23.70%;"></div>	
3 ■ Organic Search	227	<div style="width: 19.69%;"></div>	
4 ■ Social	161	<div style="width: 13.97%;"></div>	



What Did Visitors See While Visiting Our Site

1. Homepage – 2,012 pageviews
2. Property Search – 520 pageviews
3. Delaware Does Event Registration – 350 pageviews
4. Delaware Does Event Page – 336 pageviews
5. Resources Page – 202 pageviews
6. Business Highlights – 150 pageviews
7. Start A Business Intro Page – 106 pageviews
8. Site Selection Page – 92 pageviews
9. Grow Your Business Page – 86 pageviews
10. Incentives and Assets Page – 76 pageviews