



September 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: 54
- RFI's Submitted: 22
- 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: 37
- RFI's Submitted: 37
- Main Reasons for not submitted: N/A
- Presentations to Companies: 37
- Site Visits: 28
- Projects Completed: 3
 - Taft/
 - TriTraction
 - Ascent Audiology and Hearing



- # of Jobs: 8
- Payroll: \$550,000

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: 70
- RFI's Submitted: 70
- Main Reasons for not submitted: N/A
- Presentations to Companies: 70
- Site Visits: 70
- 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
- # of Jobs: 35
- Payroll: \$890,000

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: 97
- Surveys Completed: 97
- Projects: 61
- 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 64% higher than in September 2016. Our local industrial leads are 79% higher than September 2016. Tech/Office/Medical leads are 12% higher than September 2016. Our directly generated target industry leads have also exceeded leads generated from our JobsOhio and Columbus2020 economic development partners for the second month in a row with 60% of our leads coming directly to us and not through our partners. Retail/Restaurant leads also are 13% higher than September 2016.

Our business retention and expansion visits are up 35% over 2016 and we are seeing 17% more visits convert into projects.

Website

In September, website traffic increased slightly over September 2016. Visitors also looked at more pages while at our site. Traffic for organic search (Google, Bing, etc.) have increased 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	167	21.44%
2. Columbus	148	19.00%
3. Lewis Center	51	6.55%
4. Powell	28	3.59%
5. Cincinnati	25	3.21%
6. Westerville	23	2.95%
7. Kingston	16	2.05%
8. Sunbury	13	1.67%
9. Detroit	11	1.41%
10. (not set)	8	1.03%

How Website Visitors Came to Our Site

	Acquisition		
	Sessions ↓	% New Sessions ↓	New Users ↓
	779	72.91%	568
1 ■ Referral	370	<div style="width: 47.5%;"></div>	
2 ■ Organic Search	188	<div style="width: 24.1%;"></div>	
3 ■ Direct	156	<div style="width: 20.0%;"></div>	
4 ■ Social	65	<div style="width: 8.4%;"></div>	



What Did Visitors See While Visiting Our Site

1. Homepage – 1,398 pageviews
2. Property Search – 288 pageviews
3. Resources Page – 233 pageviews
4. Business Highlights – 138 pageviews
5. Site Selection Page – 132 pageviews
6. Start A Business Intro Page – 110 pageviews
7. Grow Your Business Page – 64 pageviews
8. Delaware Does Event Page – 54 pageviews
9. Incentives and Assets Page – 48 pageviews
10. Delaware Does Event Registration – 36 pageviews