



## February 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: 12
- RFI's Submitted: 7
- Reasons for not submitting: No buildings meeting size requirements; No pad ready sites meeting size requirements; High water user;
- Presentations to Companies: 0
- Site Visits: 0
- Reasons for Not Getting Selected:
- 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: 11
- RFI's Submitted: 11
- Main Reasons for not being selected:
- Presentations to Companies: 11
- Site Visits: 1
- 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: 18
- RFI's Submitted: 18
- Main Reasons for not submitted: N/A
- Presentations to Companies: 18
- Site Visits: 10
- Projects Completed: 0
- # of Jobs: 0
- Payroll: 0

### 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: 29
- RFI's Submitted: 29
- Main Reasons for not submitted: N/A
- Presentations to Companies: 29
- Site Visits: 29
- Projects Completed: 0
- # of Jobs: 0
- Payroll: 0

#### **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: 42
- Surveys Completed: 42
- Projects: 33
- Projects Completed: 0
- # of Retained Jobs: 0
- # of Expanded Jobs: 0
- Payroll (expanded): 0
- Investment (\$): 0

#### **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 3 times higher than in February 2016. Our local industrial leads are 37.5% higher than February 2016. Tech/Office/Medical leads are 20% higher than in February 2016. Retail/Restaurant leads are only slightly lower from same point in time 2016.



Our business retention and expansion visits are up 35.5% over 2016 and we are seeing 43.5% more convert into projects.

## Website

Visits and visitors are slightly behind February 2016. Most February traffic was coming from Central Ohio. More traffic is visiting our “Property Search” page than in the past which is a goal of the site.



City	Sessions	% Sessions
1. Delaware	259	26.84%
2. Columbus	179	18.55%
3. (not set)	50	5.18%
4. Cincinnati	30	3.11%
5. Athens	21	2.18%
6. Lewis Center	21	2.18%
7. Westerville	17	1.76%
8. Powell	13	1.35%
9. Ann Arbor	12	1.24%
10. Dublin	12	1.24%

Acquisition			
	Sessions ↓	% New Sessions ↓	New Users ↓
	965	72.85%	703
1 ■ Referral	360	<div style="width: 36.8%;"></div>	
2 ■ Organic Search	232	<div style="width: 24.0%;"></div>	
3 ■ Direct	227	<div style="width: 23.5%;"></div>	
4 ■ Social	146	<div style="width: 15.1%;"></div>	



Page		Pageviews	% Pageviews
1. /		1,705	43.64%
2. /propertysearch		334	8.55%
3. /projecthighlight		184	4.71%
4. /bizhighlights		181	4.63%
5. /siteselection		171	4.38%
6. /miscellaneous		146	3.74%
7. /growbusiness		106	2.71%
8. /startbusiness		98	2.51%
9. /event-2381483		90	2.30%
10. /?platform=hootsuite		66	1.69%