



July 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: 46
- 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: 31
- RFI's Submitted: 31
- Main Reasons for not being selected: Location not close enough to major customer, Zoning not appropriate
- Presentations to Companies: 23
- Site Visits: 9
- 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: 28
- RFI's Submitted: 28
- Main Reasons for not submitted: N/A
- Presentations to Companies: 28
- Site Visits: 20
- Projects Completed: 1
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- # of Jobs: 3
- Payroll: \$300,000



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: 53
- RFI's Submitted: 53
- Main Reasons for not submitted: N/A
- Presentations to Companies: 53
- Site Visits: 53
- 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: 83
- Surveys Completed: 83
- Projects: 52
- Projects Completed: 5
 - 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: 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 84% higher than in July 2016. Our local industrial leads are 63% higher than July 2016. Tech/Office/Medical leads are at the same pace as July 2016. Retail/Restaurant leads also are still tied with 2016 numbers.

Our business retention and expansion visits are up 48% over 2016 and we are seeing 24% more visits convert into projects.

Website

In July, website traffic stayed similar to June, 2017. We increased social media clicks by more than 507% compared to June 2016. Other website visitation statistics remained relatively similar from year over year.

Website Traffic





Location of Website Visitors

City	Sessions	% Sessions
1. Delaware	225	26.13%
2. Columbus	123	14.29%
3. Lewis Center	43	4.99%
4. Dublin	29	3.37%
5. Detroit	20	2.32%
6. Powell	20	2.32%
7. Cincinnati	19	2.21%
8. Westerville	17	1.97%
9. New York	15	1.74%
10. Marysville	10	1.16%

How Website Visitors Came to Our Site

	Acquisition			Behavior
	Sessions ↓	% New Sessions ↓	New Users ↓	Bounce Rate ↓
	861	74.91%	645	2.67%
1 ■ Referral	389	<div style="width: 45%;"><div style="width: 45%;"></div></div>		5.40%
2 ■ Direct	189	<div style="width: 22%;"><div style="width: 22%;"></div></div>		1.06%
3 ■ Organic Search	147	<div style="width: 17%;"><div style="width: 17%;"></div></div>		0.00%
4 ■ Social	136	<div style="width: 16%;"><div style="width: 16%;"></div></div>		0.00%



What Did Visitors See While Visiting Our Site

1. Homepage - 1,390 pageviews
2. Resources Page - 190 pageviews
3. Property Search - 187 pageviews
4. Delaware Does Event Registration - 180 pageviews
5. Delaware Does Event Page - 170 pageviews
6. Business Highlights - 150 pageviews
7. Older Delaware Does Event Page - 78 pageviews
8. Site Selection Page - 62 pageviews
9. Start A Business Intro Page - 58 pageviews
10. Incentives and Assets Page - 52 pageviews