



June 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: 42
- RFI's Submitted: 17
- 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:
- 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: 27
- RFI's Submitted: 27
- Main Reasons for not being selected: Location not close enough to major customer, Zoning not appropriate
- Presentations to Companies: 19
- Site Visits: 6
- 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: 27
- RFI's Submitted: 27
- Main Reasons for not submitted: N/A
- Presentations to Companies: 27
- Site Visits: 19
- Projects Completed: 1
 - Taft/
- # 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: 50
- RFI's Submitted: 50
- Main Reasons for not submitted: N/A
- Presentations to Companies: 50
- Site Visits: 50
- 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: 70
- Surveys Completed: 70
- Projects: 47
- Projects Completed: 2
 - Washington Auto Parts Inc.
 - Olivina Tap Room (liquor license)
- # 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 110% higher than in June 2016. Our local industrial leads are 59% higher than June 2016. Tech/Office/Medical leads are 8% higher than June 2016. Retail/Restaurant leads are still tied with 2016 numbers.

Our business retention and expansion visits are up 25% over 2016 and we are seeing 12% more visits convert into projects.

Website

In June, 14.6% more unique visitors came to our website than in June, 2016. 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	224	23.53%
2. Columbus	166	17.44%
3. Cincinnati	38	3.99%
4. Powell	30	3.15%
5. Dublin	25	2.63%
6. Lewis Center	23	2.42%
7. Westerville	18	1.89%
8. Detroit	14	1.47%
9. New York	14	1.47%
10. (not set)	12	1.26%



How Website Visitors Came to Our Site

Acquisition			
	Sessions ↓	% New Sessions ↓	New Users ↓
	952	72.27%	688
1 ■ Referral	429	<div style="width: 45%;"><div style="width: 45%;"></div></div>	
2 ■ Organic Search	207	<div style="width: 22%;"><div style="width: 22%;"></div></div>	
3 ■ Social	164	<div style="width: 17%;"><div style="width: 17%;"></div></div>	
4 ■ Direct	152	<div style="width: 16%;"><div style="width: 16%;"></div></div>	

What Did Visitors See While Visiting Our Site

Page	Pageviews	% Pageviews
1. /	1,492	44.83%
2. /projecthighlight	212	6.37%
3. /bizhighlights	196	5.89%
4. /miscellaneous	190	5.71%
5. /propertysearch	138	4.15%
6. /siteselection	98	2.94%
7. /startbusiness	76	2.28%
8. /incentivesandassets	68	2.04%
9. /page-1075300	60	1.80%
10. /projecthighlight?platform=hootsuite	60	1.80%