



## MAY 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: 34
- RFI's Submitted: 13
- 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: 1
- Site Visits: 1
- 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: 21
- RFI's Submitted: 21
- Main Reasons for not being selected:
- Presentations to Companies: 15
- Site Visits: 3
- 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: 25
- RFI's Submitted: 25
- Main Reasons for not submitted: N/A
- Presentations to Companies: 25
- Site Visits: 18
- Projects Completed: 1
  - Rinehart, Rishel & Cuckler, LTD.
- # 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: 47
- RFI's Submitted: 47
- Main Reasons for not submitted: N/A
- Presentations to Companies: 47
- Site Visits: 47
- Projects Completed: 2
  - Off The Block Custom Meat and Specialty Shop
  - Tiger Lee's Martial Arts
- # of Jobs: 3
- Payroll: \$120,000

#### **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: 66
- Surveys Completed: 66
- Projects: 43
- Projects Completed: 1
  - Washington Auto Parts Inc.
- # of Retained Jobs: 5
- # 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 127% higher than in May 2016. Our local industrial leads are 40% higher than May 2016. Tech/Office/Medical leads are 25% higher than in May 2016. Retail/Restaurant leads are now tied with 2016 numbers.

Our business retention and expansion visits are up 26.9% over 2016 and we are seeing 13.2% more convert into projects.

## WEBSITE

In May 21.9% more unique visitors came to our Website than in April. Increased social media clicks by more than 750% compared to May 2016. Organic searches remain about the same as last month.



City	Sessions	% Sessions
1. Delaware	305	27.48%
2. Columbus	192	17.30%
3. Cincinnati	35	3.15%
4. Powell	31	2.79%
5. Dublin	30	2.70%
6. Westerville	29	2.61%
7. New York	25	2.25%
8. Lewis Center	24	2.16%
9. (not set)	16	1.44%
10. Detroit	16	1.44%

Acquisition			
	Sessions ↓	% New Sessions ↓	New Users ↓
	1,110	71.44%	793
1 ■ Referral	402	<div style="width: 36%;"><div style="width: 36%;"></div></div>	
2 ■ Social	250	<div style="width: 23%;"><div style="width: 23%;"></div></div>	
3 ■ Direct	246	<div style="width: 22%;"><div style="width: 22%;"></div></div>	
4 ■ Organic Search	212	<div style="width: 19%;"><div style="width: 19%;"></div></div>	

Page		Pageviews	% Pageviews
1. /		1,485	<div style="width: 37.20%;"><div style="width: 37.20%;"></div></div> 37.20%
2. /event-2534067/Registration		373	<div style="width: 9.34%;"><div style="width: 9.34%;"></div></div> 9.34%
3. /projecthighlight		302	<div style="width: 7.57%;"><div style="width: 7.57%;"></div></div> 7.57%
4. /event-2534067		268	<div style="width: 6.71%;"><div style="width: 6.71%;"></div></div> 6.71%
5. /miscellaneous		182	<div style="width: 4.56%;"><div style="width: 4.56%;"></div></div> 4.56%
6. /event-2504983		158	<div style="width: 3.96%;"><div style="width: 3.96%;"></div></div> 3.96%
7. /propertysearch		140	<div style="width: 3.51%;"><div style="width: 3.51%;"></div></div> 3.51%
8. /bizhighlights		132	<div style="width: 3.31%;"><div style="width: 3.31%;"></div></div> 3.31%
9. /siteselection		96	<div style="width: 2.40%;"><div style="width: 2.40%;"></div></div> 2.40%
10. /growbusiness		72	<div style="width: 1.80%;"><div style="width: 1.80%;"></div></div> 1.80%