



2011 Medina County Business Appreciation Month

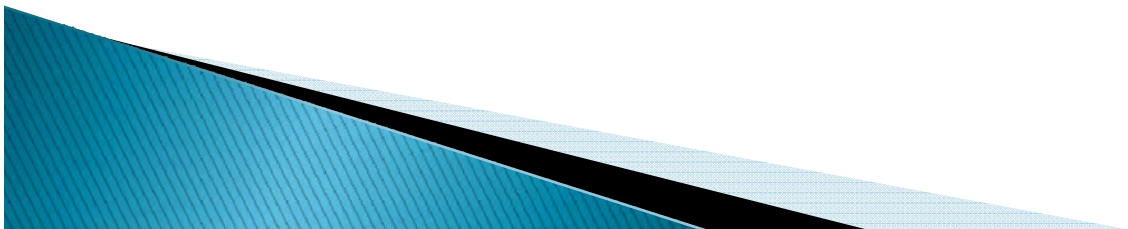
Retention & Expansion Survey Results

Presented by: Bethany Dentler, Executive Director
Medina County Economic Development Corporation

July 21, 2011

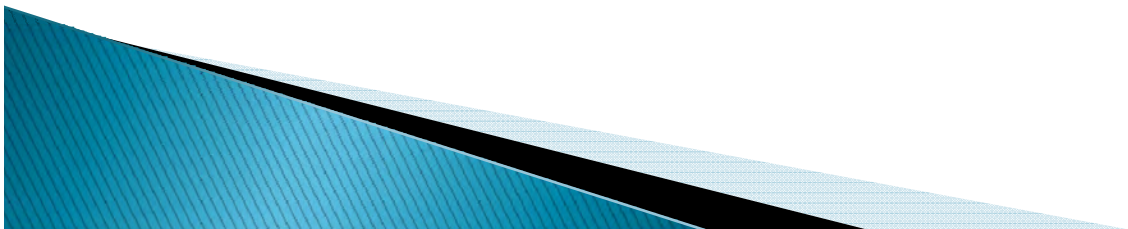
Collaboration

- ▶ Medina County Commissioners declared May, 2011 to be “Business Appreciation Month”
- ▶ Countywide effort supported by economic development and chamber partners in Cities of Brunswick, Lodi, Medina & Wadsworth
- ▶ Participation from elected officials, townships, department heads, MCEDC board members, ODOD, SBA, OSU, utility partners

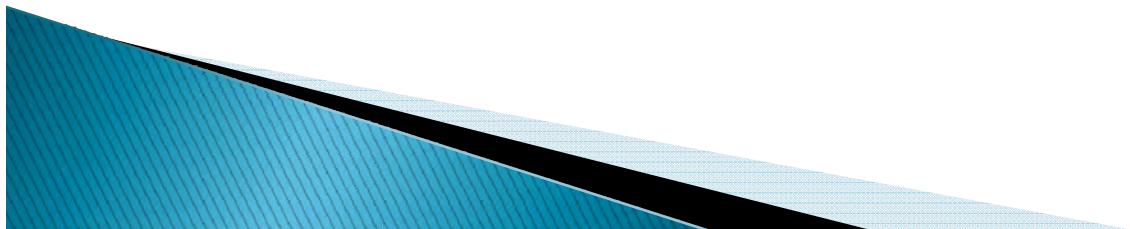
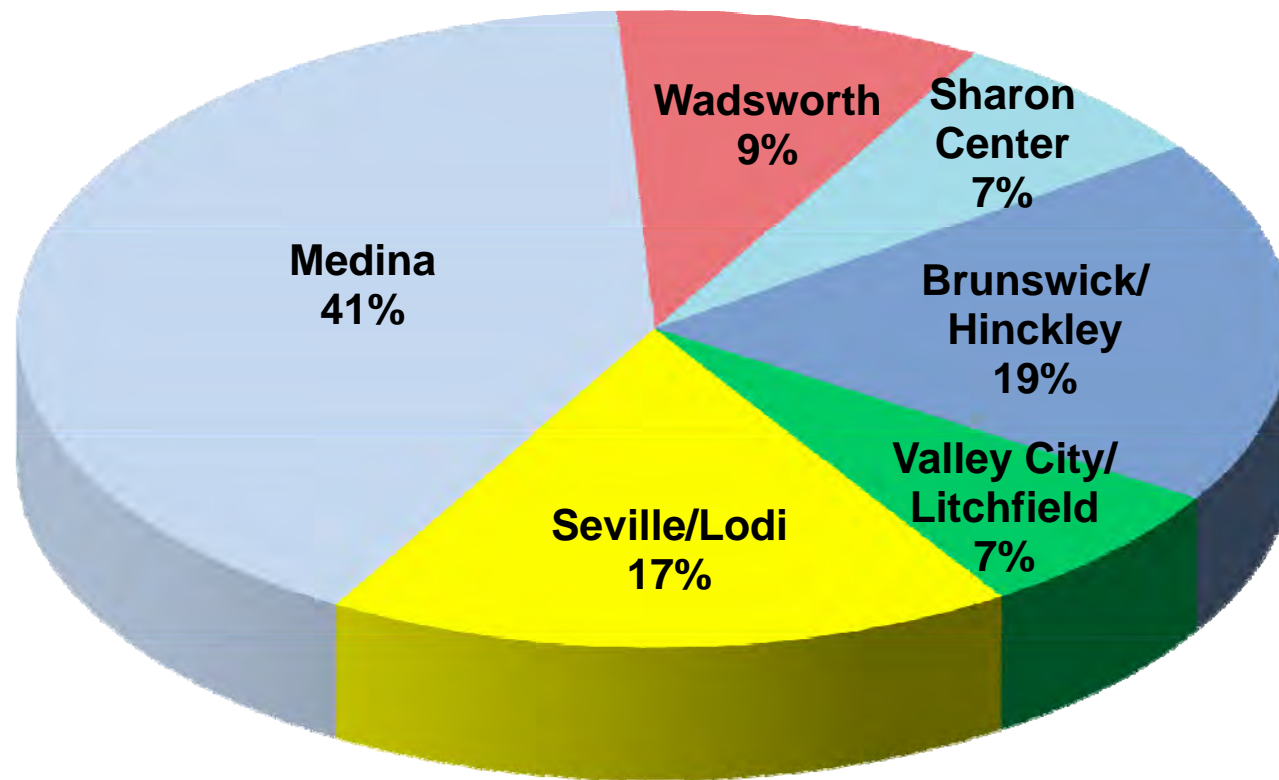


Quick Facts

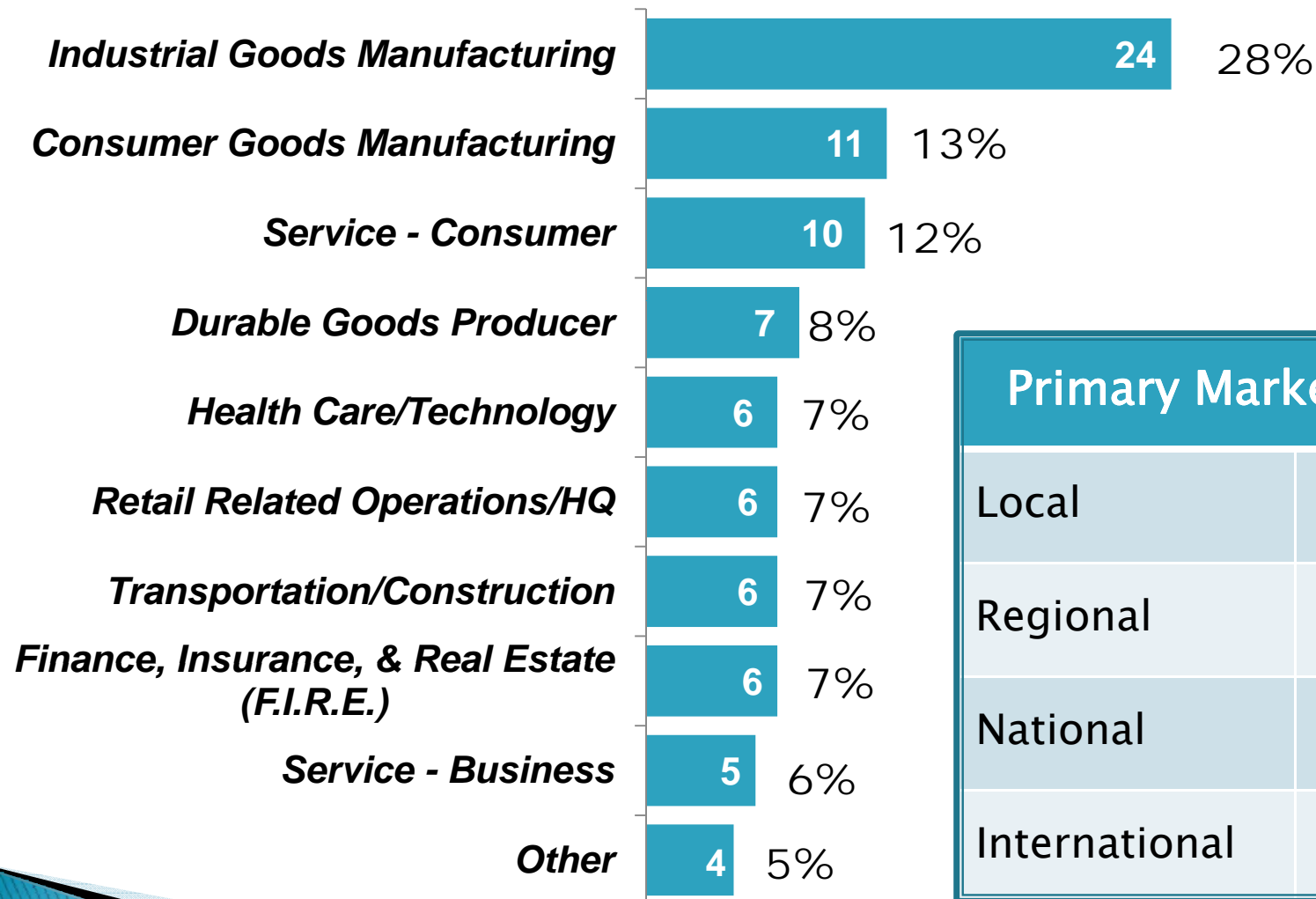
- ▶ MCEDC and partners visited with 85 Medina County, an increase of 15% over 2010
- ▶ Assistance from 40 trained volunteers
- ▶ Utilized *Synchronist Business Information System*, a survey tool used nationwide to assemble, organize and analyze information
- ▶ Volunteers used a 20-question “short form” to gather the most pertinent information



Geographic Diversity



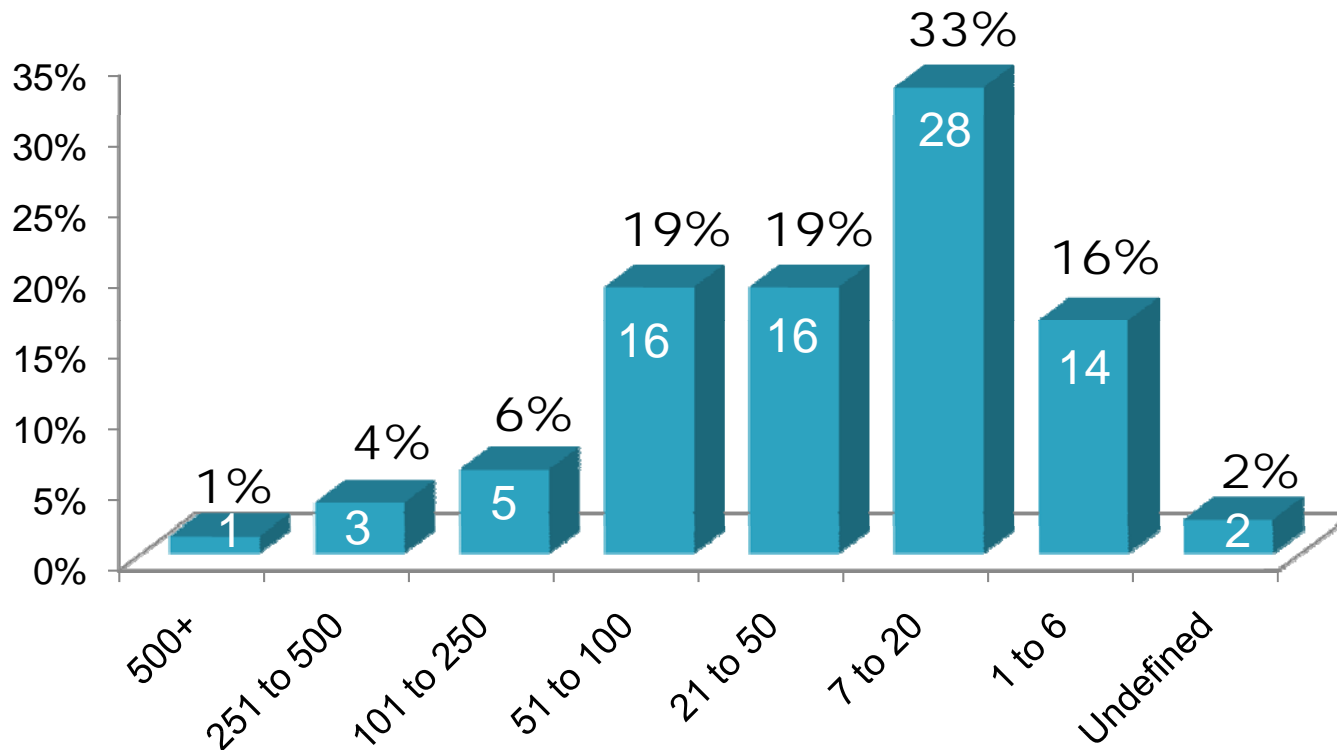
Business Sectors



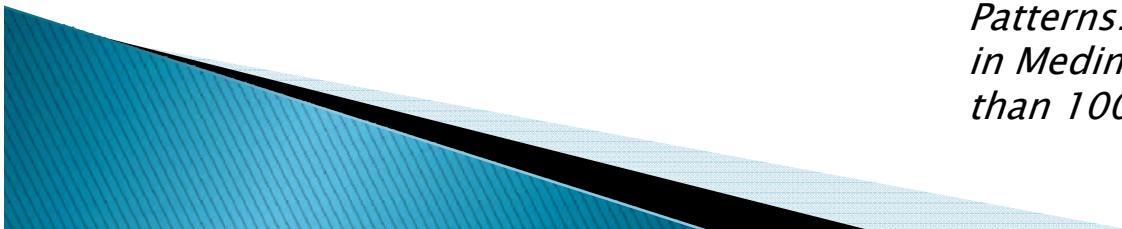
Primary Markets	
Local	14%
Regional	34%
National	23%
International	8%

No answer: 21%

Employment Levels



U.S. Census Bureau's County Business Patterns: Of nearly 4,000 establishments in Medina County, only 70 employ more than 100 workers.



Planned Expansions

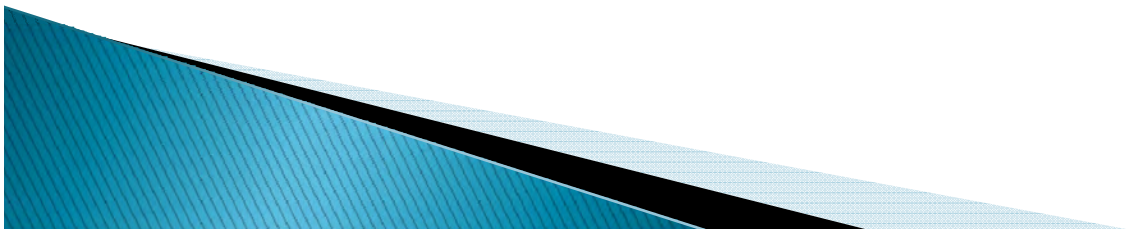
- ▶ 51 of 85 companies discussed recent or future expansion activity in 2011 survey

Status	2011		2010		2009	
	#	%	#	%	#	%
Recent Expansion	17	20%	12	16%	5	7%
Undefined Expansion Plans	12	14%	13	17%	7	10%
Defined Expansion Plans	32	38%	36	48%	22	30%

- ▶ *Ten firms recently expanded but also plan to grow in the future*
- 

Investment Forecast

- ▶ Total number of companies with specific expansion plans: 32
 - ▶ Estimated Total Investment: \$33 million
 - ▶ Estimated Number of New Jobs: 430
 - ▶ Estimated New Space: 557,000 square feet
- ▶ Total current employment at expanding companies: 3,000
- ▶ Potential percentage increase in employment by those firms: 14%

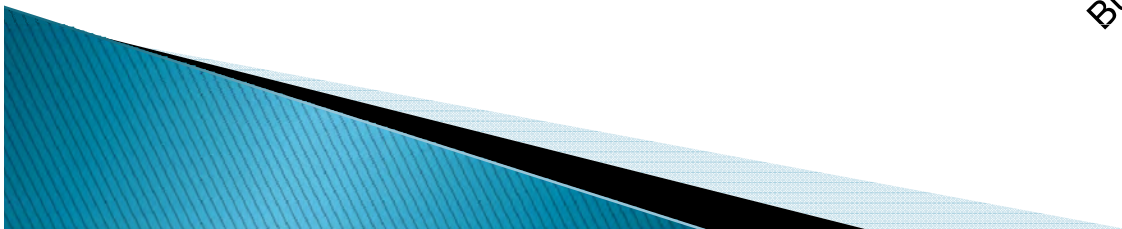
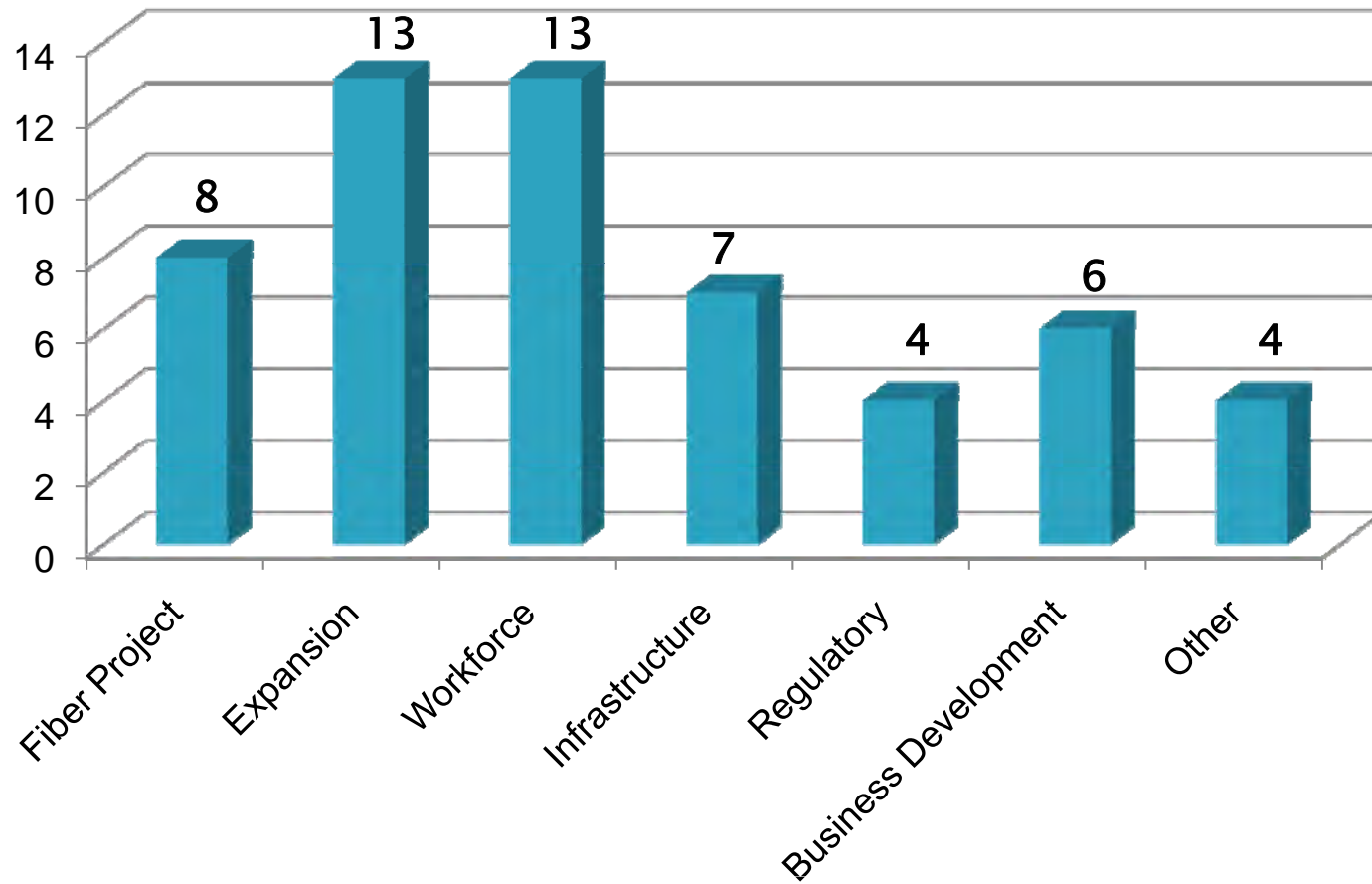


Investment Forecast

- ▶ 38% of companies surveyed reported specific expansion plans

<i>2011 Survey</i>	<i>Estimated Dollar Investment</i>	<i>Estimated New Jobs</i>	<i>Estimated New Space</i>
<i>High:</i>	\$7,500,000	75	250,000 sq. ft.
<i>Low:</i>	\$30,000	1	90 sq. ft.
<i>Average:</i>	\$1,920,000	19	34,800 sq. ft.
<i>% Difference from 2010 Average:</i>	-26%	-17%	131%
<i>Total:</i>	\$32,675,000	433	556,990 sq. ft.

Follow-Up Issues



International Trade

Exporting Activity	Importing Activity
Increasing 20%	Increasing 12%
Stable 4%	Stable 6%
Decreasing 0%	Decreasing 6%
No Exports 32%	No Imports 17%

5 companies surveyed reported they have overseas arrangements for contract production, while 3 companies reported owning international facilities.

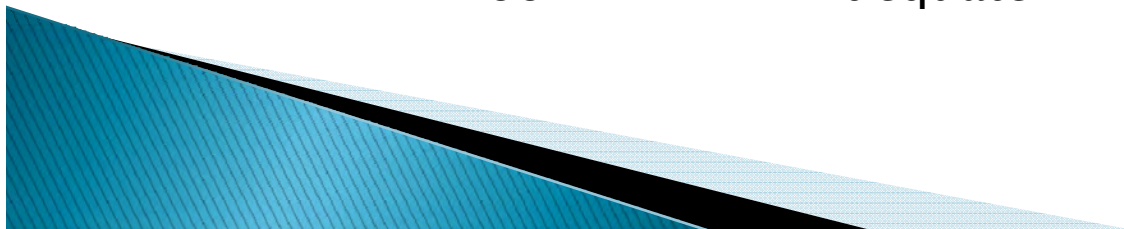
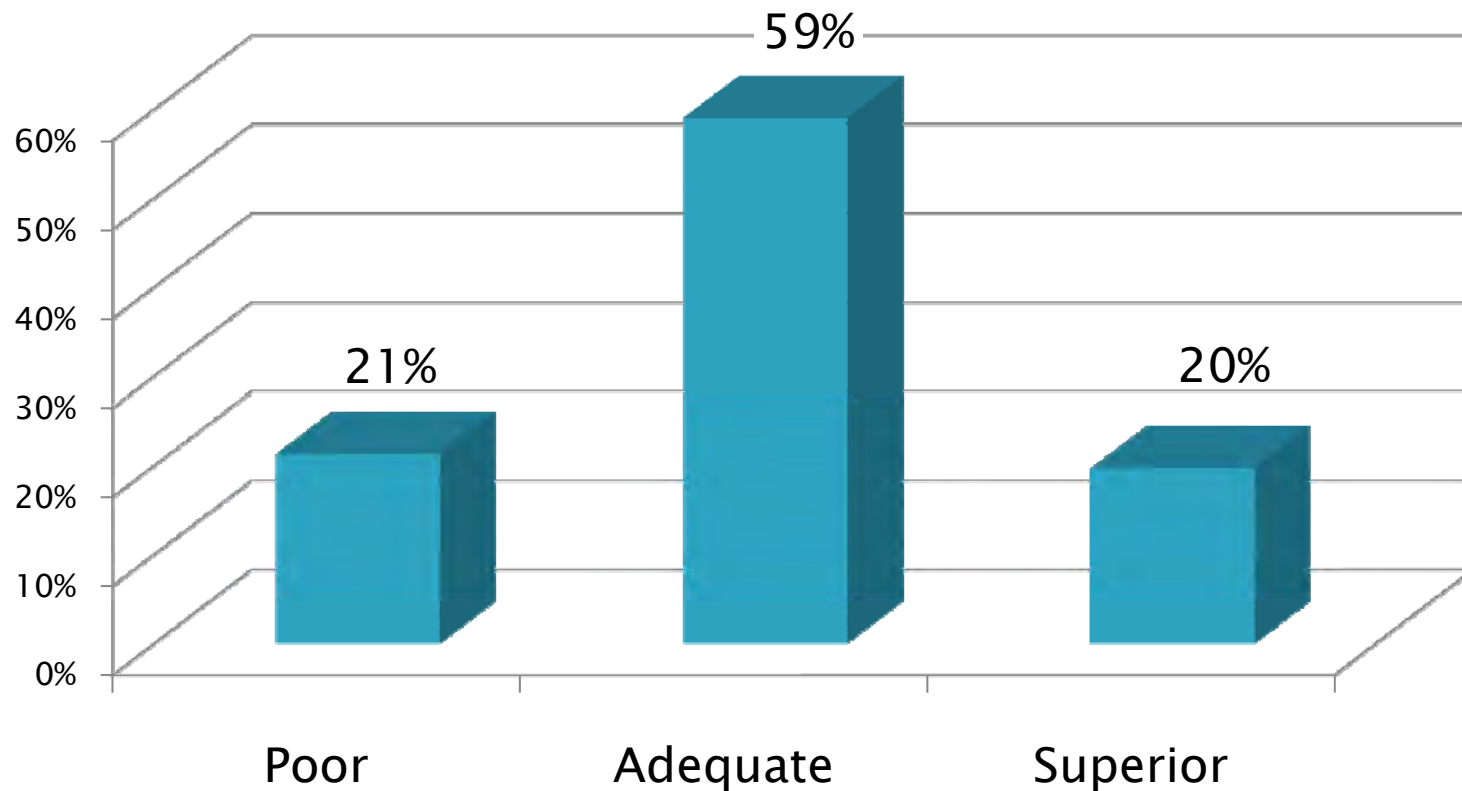
Workforce

- ▶ 78 companies responded to workforce questions
- ▶ Recruitment:
 - ▶ 31 companies reported difficulties recruiting in particular positions
 - ▶ This represents an increase of 33% over the 23 companies having recruitment problems in 2010
- ▶ Training Plans:
 - ▶ 38% of companies currently provide workforce training
 - ▶ 25% of companies plan to increase spending on training



Broadband Survey

Opinion of Current Broadband Access & Quality



Broadband Survey

- ▶ 61 companies addressed broadband concerns
- ▶ 20% of executives are anticipating the need for increased broadband capacity
- ▶ For every positive comment about their current broadband access, there were four negative comments
- ▶ Of the executives who discussed broadband concerns, 29 expressed interest in the Medina County Fiber Network
 - ▶ Represents 48% of executives interviewed

County Weaknesses



Weaknesses	% Responding* 2011	2010 Rank
1. Transportation Weaknesses / Traffic	34%	2
2. High Cost of Doing Business	21%	12
3. Poor Infrastructure (Roads/Water)	18%	13
4. Broadband/Fiber Infrastructure Inadequate	15%	1
5. Negative Business Climate	15%	8
6. Burdensome Regulations / High Taxes	13%	3
7. Business Services Inadequate	10%	9
8. Poor Government Services	9%	4
9. Inadequate Labor Supply / Poor Work Ethic	9%	5
10. Poor Community Planning	9%	Not Ranked
11. Inadequate Power Availability / Reliability	7%	7
12. Education System Weaknesses	7%	11
13. Community Leadership Negative	4%	10

* Total Reports: 68

County Strengths

Strengths	% Responding* 2011	2010 Rank
1. Location	15%	1
2. Good Infrastructure / Local Utilities	15%	Not Ranked
3. Business Friendly Government	13%	10
4. Business Climate Positive/Growing Economy	12%	2
5. Government Services	12%	3
6. Quality of Life Positive	10%	5
7. Good Workforce/Labor Market	9%	4
8. Low Cost of Doing Business	7%	9
9. Accessibility to Customers & Suppliers	6%	7
10. Community Leadership Positive	6%	6
11. Community Services / Amenities Good	4%	12
12. Transportation System Good	4%	8
13. Strong Education System	3%	11

* Total Reports: 68

Accomplishments



Rank	Category	% Responding
1	Business Growth or Sales Increase	24%
2	Surviving in Today's Economy	19%
3	New Business or Branch Opened	13%
4	Production Improvement/Innovation Implemented	13%
5	Products/Services Added	13%
6	Merger/Acquisition/Expansion Completion	11%
7	Business Challenge(s) Successful Conclusion	9%
8	Markets Expanded	9%
9	Facility Expansion	7%
10	Financial Objectives Met	6%
11	Employment Growth	4%
12	Green Initiatives	4%

Contact



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