



Medina County Economic Development Corporation
Annual Meeting - February 1, 2011



WESTFIELD
GROUP

Sharing Knowledge. Building Trust.®

Leadership Strategies in a Changing Economy

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Westfield Mission/Vision

- Westfield is a customer-focused insurance, banking and related financial services group of businesses. Our winning vision embraces innovation and opportunities in a changing world.
- Our strength comes through *relationships* we have built with employees, business partners and customers. The product we offer our customer is *peace of mind* and our *promise of protection* is supported by a commitment to *service excellence* provided by an exceptional *team* of diverse people.
- Our success will be based upon sharing *knowledge*, building *trust*, *ethical conduct*, financial *integrity* and *respect* for people.





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About Westfield Group

163 years of service to Medina County

3rd largest private company in NEO

Source: Crain's Cleveland 2009

Westfield Bank – 10 year anniversary

8th largest thrift in NEO

Source: Crain's Cleveland – Deposits

Top 10 Best Places to Work in Ohio

Source: Society for Human Resource Management

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About Westfield Group

Assets - \$4.59 billion

Equity - \$1.62 billion

Revenues- \$1.675 billion

Employees - 2,157

Consolidated GAAP

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Westfield Group in Northeast Ohio

Premium

Medina County	- \$16.5 million
NEO	- \$215.2 million
Ohio	- \$480.6 million

Employees

Medina County	- 1,420
NEO	- 1,498



2010 Top 10 Largest Employers in Medina County

1. Westfield Group	1,420
2. Medina County	1,324
3. Medina Hospital	1,000
4. Medina City Schools	850
5. Brunswick City Schools	789
6. Shiloh Industries	610
7. MTD Products	500
8. Wadsworth City Schools	485
9. Wellman Products Group	438
10. Discount Drug Mart	420

Source - Medina Chamber of Commerce



In the Community

- Academic Challenge - sponsorships and grants
- Teen Driver Safety
 - *Ford Driving Skills for Life*
 - *Westfield Road Safe Teens (Mid-Ohio School)*
 - *Michelle's Leading Star Foundation*
- Medina County University Center/University of Akron
- United Way/Akron-Canton Food Bank
- Cleveland Scholarship Program/Malone Scholarships
- Playhouse Square Foundation/ Westfield Insurance Studio Theatre
- Habitat for Humanity/fair housing organizations
- Fund for Our Economic Future/Team NEO/Cleveland Plus/MCEDC



About Medina County

Population	- 174,035
Labor Force	- 95,600
Businesses	- 4,157
Median Household Income	- \$ 55,811
Medina Home Value	- \$144,400
Schools	- 47 in 7 districts
Universities	- 30 within 1 hour



About Medina County

Population Growth

2008 to 2009 – 1.65%

2000 to 2009 – 15.18%

5th fastest growing county over ten years

Fastest growing county in NEO

GDP \$4,090,000

MCEDC Members – 73

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Population by Race	Number	Percent
Total Population	151,095	100.0%
White	146,642	97.1%
African-American	1,133	0.7%
Native American	188	0.1%
Asian	1,153	0.8%
Pacific Islander	0	0.0%
Other	406	0.3%
Two or More Races	1,573	1.0%
Hispanic (may be of any race)	1,644	1.1%
Total Minority	5,626	3.7%



Population by Age

	Number	Percent
Total Population	151,095	100.0%
Under 6 years	12,963	8.6%
6 to 17 years	28,516	18.9%
18 to 24 years	10,611	7.0%
25 to 44 years	46,210	30.6%
45 to 64 years	36,900	24.4%
65 years or more	15,895	10.5%

Median Age

36.6

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Educational Attainment

	Number	Percent
Persons 25 years and over	99,005	100.0%
No high school diploma	11,087	11.2%
High school graduate	35,998	36.4%
Some college, no degree	21,203	21.4%
Associate degree	6,208	6.3%
Bachelor's degree	17,634	17.8%
Master's degree or higher	6,875	6.9%

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Family Type by Presence of Own Children Under 18

	Number	Percent
Total Families	42,354	100.0%
Married-couple families with own children	17,732	41.9%
Male householder, no wife present, with own children	845	2.0%
Female householder, no husband present, with own children	2,208	5.2%
Families with no own children	21,569	50.9%



Medina County Opportunities and Successes

- Qualified for 40 opportunities
- Shortlisted on 8 opportunities
- Potential Investment Opportunity
 - Jobs – 5,155
 - Payroll - \$59,713,090
 - Capital Investment - \$1,109,304,568
- Responded to 7 site and building requests out of a possible 17
- Actively Participating on:
 - Project Abe – Value Added Manufacturer which Medina responded with Team NEO's help to a massive RFI that the company is now in process of considering
 - Project Helios – Solar Generation Site which has shortlisted Medina as a possibility for a massive solar generation facility as well as potential supplier location

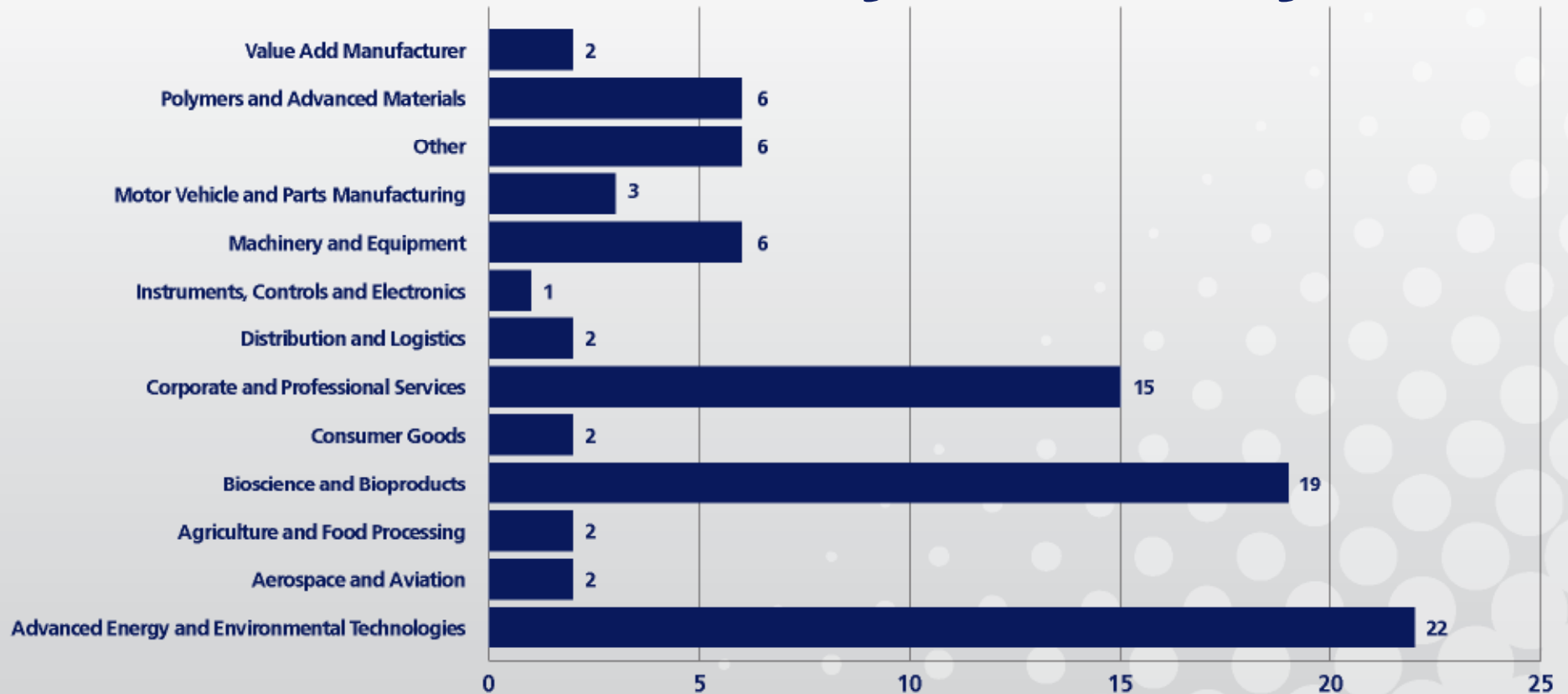


MCEDC

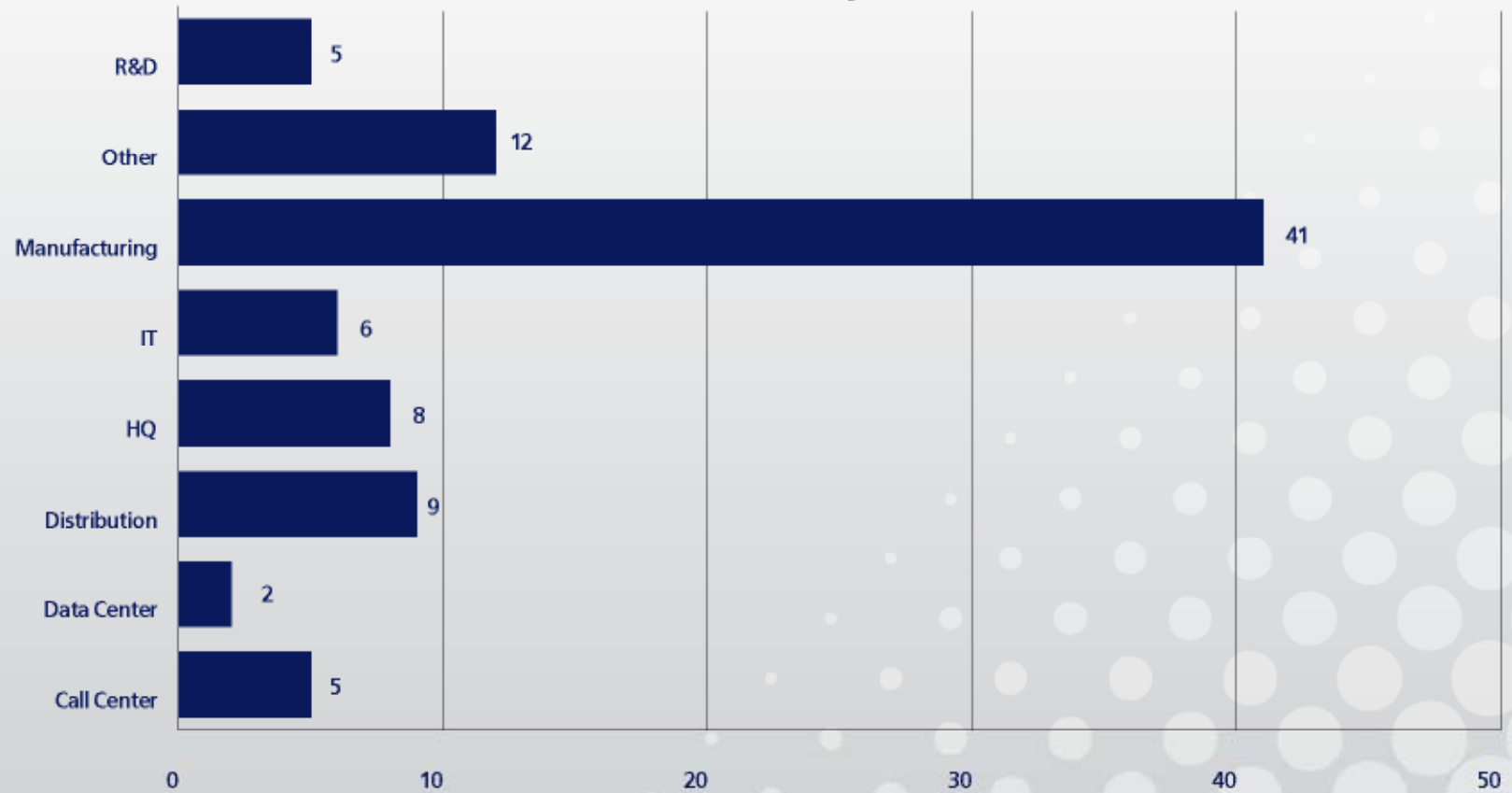
- Qualified for 136 opportunities
- Submitted on 113 opportunities
- Potential Investment Opportunity
 - Jobs – 10,585
 - Investment - \$1 billion



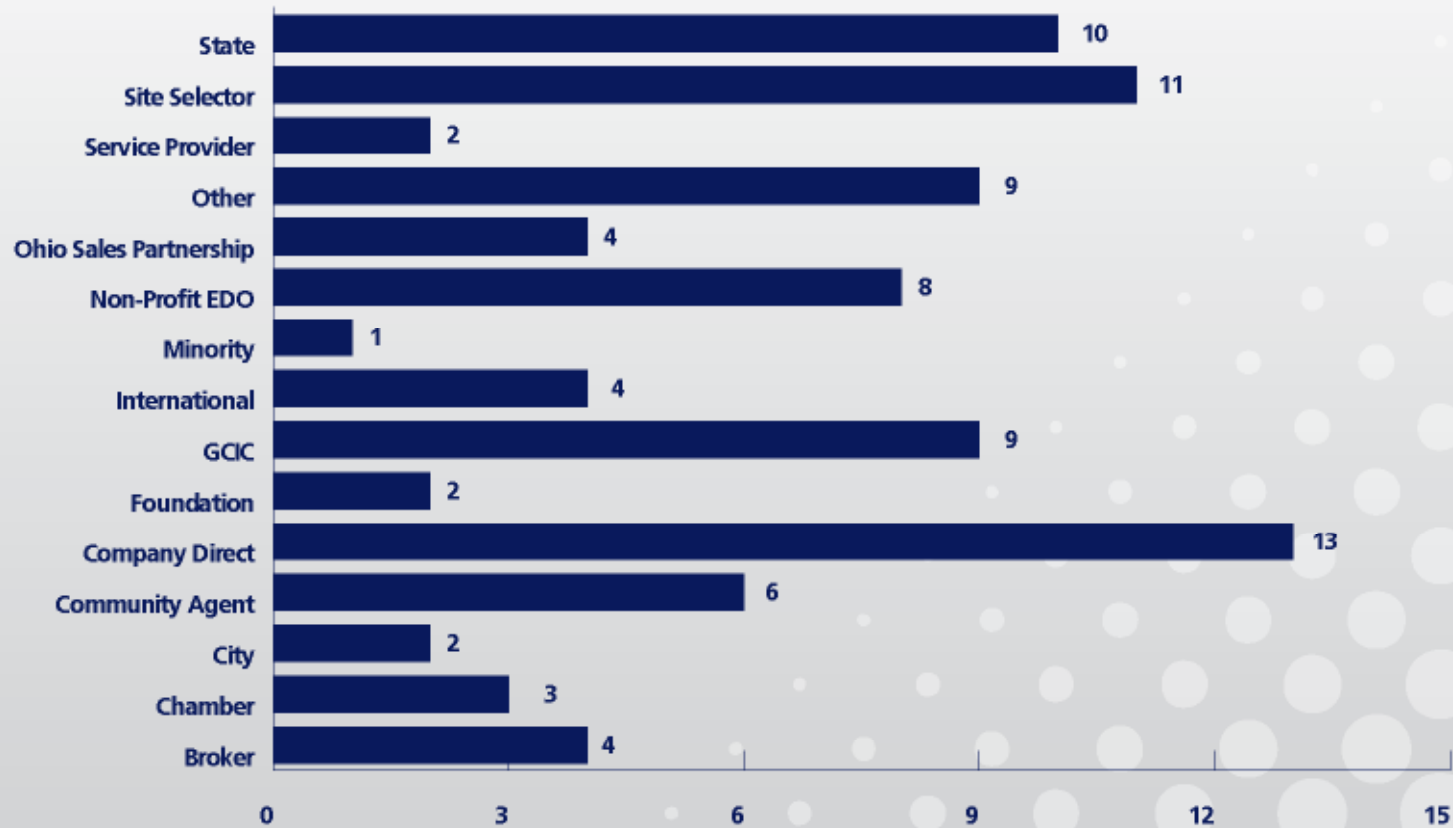
2010 Leads By Industry



2010 Leads by Function



2010 Leads By Source



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Why We Win

(In no particular order)

- Proximity to customers/suppliers
- Manufacturing heritage/competence
- Partnerships/Alliances/Support System
 - Including Third Frontier program
- Workforce/Workforce Training/ Work Ethic
- Tax Structure

Source: NEO

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Why We Don't Win

(In no particular order)

- Population decline (companies like areas that are growing)
- Now right to work status/Regulatory Environment/Work Rules/Organized Labor
- Lack of appropriate sites/buildings
- Limited international airline routes

Source: NEO



How Can We Be More Attractive?

- Finish Fiber Network and market it.
- Develop a unified, county-wide approval and permitting process
- Improve and create aggressive workforce development programming

Source: MCEDC

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Where Do We Go From Here?



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Vision for NEO

- My vision is that the people of Northeast Ohio come to appreciate how this is one of the best places in the nation to live and work.
- We will all become ambassadors who speak positively about the region and its many incomparable assets.
- We will overcome the misguided negative perceptions common among people who have always lived here and take well deserved pride in our community.
- When we believe, Northeast Ohio will grow and prosper.



Face Reality/Seize Opportunity

- Be informed, have your facts
- Adversity creates opportunity – you need to be able to see it



Reality

- **Global economy = returns/capital**
 - Size of Government
 - Taxes
 - Spending
 - Regulation
- **Ohio must be a strength**
 - \$8 to \$10 billion deficit
 - 50%+ of budget in Medicaid
- **Cleveland is at center of NEO**
 - Government
 - Schools
 - Declining Population
- **Medina**
 - Great story = seize the opportunity
 - Public/Private partnership = MCEDC
- **Leadership matter**
 - HB1 – Jobs Ohio



**Westfield is strong and will
continue to be a leader in our
state, region and Medina County**

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