

# MCEDC Late June Newsletter 2021



**Pleasant Valley**  
CORPORATION  
Construction Facility Management Real Estate

## **FAMILY OWNED. SUSTAINABLE GROWTH SINCE 1976**

Pleasant Valley Corporation (PVC) started off in 1976 with Barb, Gino and a hunger to build something great. With \$500 in hand they started off in the electrical contracting business. More than 45 years later, Pleasant Valley Corp is now an international powerhouse. PVC is truly family owned and operated with the 2<sup>nd</sup> generation of the family now leading many different divisions.

Providing a full circle of services in facilities management, property management, construction & real estate services. PVC employs over 200 people locally in their 83,000 SF Medina County HQ & thousands throughout the U.S. NAI Pleasant Valley, the brokerage division saw growth even in the midst of the pandemic and opened a new office on Rockside Rd., in August as well as expanding their Akron office location.

The tenure of their business has not been without challenges, most recently COVID. Pleasant Valley successfully navigated these uncertain times by leveraging technology. PVC seems to stay one step ahead of the times as they already have their own communications software, PVC Connect. Exclusive, proprietary web-based technology that keeps all team members connected in real time with clients and vendors.

The year 2020 brought hardships but it also brought growth and wisdom, through all of this uncertainty we all have linked arms together and pushed through as one strong force. Learn more about PVC at <https://www.pleasantvalleycorporation.com/> and NAI PVC at <http://naipvc.com/>

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## **The Anatomy of a Deal**

When a company chooses to move to a new location or add a second, it is a big decision and not undertaken lightly. Understanding that, along with having the tools and partners to help make the process as smooth as possible is what MCEDC is all about.

In the last five years, the projects the team has worked on have broken out exactly into 30% attraction, meaning brand new companies coming into Medina County, and 70% working with existing businesses. Existing businesses are a little different as they generally have all the partners they need, they may have been through the process before, and generally have a relationship with economic development already. But we do have new companies that come into the county and that was the focus of the June member meeting.

## **Member News**

Congratulations to The Ruhlin Company's Matt English, Project Manager, Ben Neal, Superintendent, and Jeremy Angel, Structural Division General Manager for earning the 2021 Category 3 Conaway Partnering Award! They formed an exceptional partnership with ODOT during the construction of the Charles Berry Memorial Bascule Bridge.

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Barbara Faciana of Pleasant Valley Corporation was named 2021 Honoree of the Crain's Women of Note Award. Barbara's tireless efforts on behalf of PVC, her township, her county, and her region earned her this honor. Congratulations Barbara!

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Frank Carrino, Chief Legal Officer and Secretary for Westfield was installed as the new chair of the Ohio Chamber of Commerce Board of Directors and will serve a two-year term.

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Gerspacher Real Estate Group is happy to welcome

MCEDC generally works with small, closely held or family-owned business as that is what we are good at in Medina County. There is great strength in these kinds of companies in that they tend to be smaller and more close-knit in their management team and general workforce, they know their culture and what they want, and they have strong customer relationships. The challenge with these companies, which MCEDC loves, is the current management generally hasn't built buildings and doesn't know the ins and outs of a project.

When a company considers a building project, a lot of thought goes into it before they ever pick up a phone. They think about it and talk about it internally for a very long time. They also think about what they want vs. what they can afford and often get ideas that there is a great deal of money out there waiting to help.

After all that internal work, they finally do some research online and then call us. There are a lot of reasons they call us. It may be their customers are local. It may be their ownership is looking to move and likes the area. It is often about the location as we are situated so well for moving goods around Ohio and to other major markets. But whatever the reason, they give us a call.

They want to share what they want to build, how much money they need, and how many jobs will be created. But they also want to be sure they are getting the best deal possible, so they often hold back on information at the beginning – just like any new customer interaction.

One way we get around this is to ask about their history. Understanding where they came from, how they got started, and what is important to them helps us understand their needs as well as begins to build the trust that is so vital to the process.

We talk about their goals, their needs, and why they want to build. We talk about what they are losing right now if they don't build and what are those negative drivers as well. We need to understand who their customers are, how they transport their goods, and where in the world they go.

While we are working with the company and building trust, we are also doing property searches. We maintain a database used state-wide to track all the property available in the county. This allows us to help identify the right places for companies and refer them to our realtor partners.

We are also working hard on helping them build their capital stack. This process can be challenging if the company hasn't built in a really long time and doesn't come with partners. But we always start from what they bring to the table. Next, we look at programs to fill the gap. If the project is over 10 million dollars, the Medina County Port Authority has a great program that can help save sales tax on the building materials. There are also a number of tax incentives locally that help off-set some of the building cost over 10-15 years. JobsOhio funding may come into play if the company has the option to go elsewhere and it is a targeted industry for them.

We partner with a number of entities including Cascade Capital to bring other loan programs to the table. If the company is building in or remodeling an existing facility that will allow for energy efficiency, they may be able to take advantage of Property Assessed Clean Energy, or PACE financing and we help them connect to that program.

We would love to tell you that we complete this process, they company breaks ground, and everything moves forward. And every once in awhile that happens. But the reality is a little different.

## **STORIES**

One company we were fortunate to land was located in Summit County. They were land locked and needed to build but wanted to be really confident in their choice. We first heard about the project in 2016 and did some property searches. Then in March of 2018 we got a very demanding call from a realtor on a Saturday who needed to come out to Medina County Monday. We shuffled schedules, arranged visits, and had what we thought were a series of good meetings, and then the project went quiet. We followed up pretty regularly, but nothing came of it. Then in 2019 the company reached out, directly. They had determined they liked a particular site but weren't ready to

tell their employees. The team from Medina County had three separate visits at their plant and each time we had to dress casually and not tell people at the company where we were from. Everything was discussed in code. After a great deal of due diligence, the company made the decision to come to Medina County and started talking about it with their team.

We worked with them on their incentive package, Port Authority financing, and connecting them to resources in the county. Landing this project was a major investment and brought good quality jobs to Medina County. A second example of what can go wrong – a company was interested in moving into the county but had a gap in their financing. A tax abatement would have made the difference but the township where they were looking was not interested in expanding their tax abatement zone. Having built a good relationship with the company, they asked for additional property options and ended up looking at 6 townships, 1 village, and three cities before determining they could not find a good fit in Medina County.

Another example of why confidentiality is so vital to what we do happened a number of years ago. An economic development partner reached out and asked us to meet with a potential project. The company owner stressed repeatedly the need for confidentiality as he hadn't talked to his team yet about the move. During the incentives approval process, a former government employee released the name of the company and it was picked up in the paper. The company saw, immediately pulled the project, and eventually built elsewhere.

And then there are the problems that need out of the box solutions. One example was a company in a township that wanted to build a new building. They were already in the county but wanted to build a new headquarters. In order to be able to move forward with the project they were going to need a new traffic light on a state route. We brought ODOT to the table and were able to secure a 529 grant which funded the traffic light. That grant needed a public entity to be the actual recipient, so we engaged the Medina County Port Authority and as the administration of the Port Authority, managed the paperwork and worked with the builder to get the light installed.

If you have done work with economic development officials in other counties in Ohio, you know that Medina County truly is unique. We put the time and effort in to deal with very thorny issues, and make collaboration a reality. I want to thank the team here at Medina County Economic Development for their commitment to this organization and to the business community. We never met a problem we didn't want to solve! And I also appreciate our municipal economic development partners throughout the County – Jim Gray in Wadsworth, Kimberly Marshall in Medina, and Grant Aungst in Brunswick. We truly are fortunate to have such forward thinking officials working with us in supporting the growth of the county's economy.

Ty Patillo to their team. Ty brings a wealth of experience from his work in Columbus. We know he will be an asset!

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Congratulations to Lauren Burke DeVere on becoming president of Fire-Dex located in Medina. The company also announced Taylor Burke Gilman will become the president of Gear Wash, the clean and repair side of their organization. Former president of Fire-Dex, Steve Allison will become the new CEO and Bill Burke will transition to Chairman.

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In the news recently, a Drug Mart pharmacist was able to save a woman's life due to great training and quick action. Matt Kirby was the hero of the day and you can see the story on Fox 8.

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Congratulations of Teresa Metcalf Beasley on being named Vice Chair of the Board of Directors of the Downtown Cleveland Alliance. Teresa is an attorney with McDonald Hopkins and has been a big help to MCEDC so we know she will do well for Cleveland!

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### **We're Moving!**

But just downstairs!

Medina County Economic Development Corporation will move on Monday, June 28, 2021 to the first floor of the County administration building. You will find us in Suite 119!

Feel free to drop by after July 1!

### **YOU ARE INVITED!**

Join us on Wednesday, July 14, 2021 at the Westfield Country Club Pavilion for MCEDC's annual Summer Cookout! Play miniature golf with your friends, network with new colleagues, and cook your own steak (or chicken or fish) as we gather to celebrate economic development and coming back together.

[Register Here](#)

Thank you to our sponsors!

## **MCEDC Energy Program**

### **Renewable Energy for your Employees**

Poor air quality is a well know contributor to many chronic health conditions and more recently “eco-anxiety” borne out of concern for the long-term impact of climate change has become a health concern. Offering renewable energy to your employees can be a great benefit to promote sustainability and wellness. The MCEDC Energy Program is excited to introduce a Renewable Energy product to assist companies in achieving their sustainability goals and empowering their employees to achieve theirs as well.

You can get renewable energy for your employees’ homes through the purchase of Renewable Energy Certificates (“RECs”). Employees can receive enough renewable energy certificates to match the average US home’s electricity use, effectively powering their home with renewable energy. Providing renewable energy for your employees can complement other employee benefits and recruiting strategies to attract and retain talent while also promoting your company’s commitment to advancing a cleaner grid, cleaner air, and a cleaner planet.

This employee benefit can also be paired with renewable energy for your company’s commercial operations as well. Many companies are setting sustainability goals to become Carbon Neutral and purchasing RECs can be an easy and cost-efficient way to achieve your sustainability goals. If you have questions or are interested in learning more, please reach out to Claire Wilson at [cwilson@ceateam.com](mailto:cwilson@ceateam.com).

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