



THE ECONOMIC PULSE

"We need to give a little to gain a lot."

-AAED Executive Director, Kathy Goon

Manufacturers and Business Owners in the City of Ashland: if you are considering major renovations or new construction there may be a tax incentive available. The City of Ashland has 2 (two) tax incentives available: Community Reinvestment Area (CRA) and Enterprise Zone (EZ). While there are some in the community that will choose not to ask for an incentive, it's important that everyone have the correct information before making that decision to invest. Not all projects will qualify or make sense; each project is on a case-by-case basis.

CRA Basics

- Not dependent upon Job Creation.
- Capital investment of real estate in the form of new construction or significant renovations to an existing structure.
- State maximum is 50% for 10 years on the increased value of the real estate. However, the Negotiating Committee will determine the appropriate percentage and years.
- Geared toward non-manufacturing such as hotels, restaurants, office buildings, warehouses, renovations of existing commercial buildings, etc.
- Rule of Thumb: The incentive must be in place before a shovel goes into the ground or prior to renovation otherwise the incentive goes away.
- The process takes a minimum of 30 days to get in place.

EZ Basics

- Dependent upon Job Creation or Job Retention.
- Capital investment of real estate in the form of new construction.
- State maximum is 75% for 10 years on the increased value of the real estate. However, the Negotiating Committee will determine the appropriate percentage and years.
- Geared toward manufacturing and distribution centers.
- Rule of Thumb: The incentive must be in place prior to the shovel going into the ground otherwise the incentive goes away.
- The process takes a minimum of 30 days to get in place.
- This economic development tool is used in our community to encourage capital investment and growth.

The CRA and EZ allow Ashland, Ohio to be competitive in the market place as we are competing with other cities, counties, states, and countries.



ISSUE 2017—1

INSIDE THIS ISSUE

- Local Incentives..... 1
- Buffalo Wild Wings.....2
Tim Hortons
- Buying Local.....3
- Hampton Inn.....4
Lorain-Medina
- New Website.....5
Uniontown Brewery
- Featured Properties.....6
- Small Bus. Dev. Center.....7
- Loudonville's Gilded Arrow....8

B-DUBS HAS A NEW HOME

Buffalo Wild Wings is up and running in it's new building, so we took the opportunity to sit down with owner, Ken Brown to talk about the business.

Ken and his business partner became familiar with the Ashland area while students at Wooster College. Later, when exploring franchise opportunities with Buffalo Wild Wings, they learned the only area available at the time was Ashland. They jumped on the chance and opened their restaurant on Claremont Avenue. This was to be the first of their seven stores in various cities; however, Ken and family chose Ashland as their home.



The Ashland business grew, and with that the need for a larger facility. The owners were faced with making their largest investment in their smallest market. With the help of tax abatement, they were able to go forward with new construction of a larger, more efficient store. The result is a 7,300 square foot building with finishes in the top level style the franchisor has to offer. TV sets lining the walls, a Jumbo Tron and custom finishes give patrons the feel of being in a stadium. Wi-Fi, USB, PowerPoint capabilities, a banquet room and outdoor seating are added amenities. While outdoor seating hasn't been used a lot as of the end of April, Ken points to a warm day in February when an employee posted on social media that the patio was open, so customers came to enjoy outdoor dining in winter.

With current new construction and additional land available for development, Ken feels very positive about the Route 250 corridor location. He expects to see more development and suggests Ashland could use more restaurants with different food categories.

Buffalo Wild Wings is a growing business that was able to expand with the help of a tax incentive. While the CRA does not require job creation, Buffalo Wild Wings estimated that they would create approximately 12-15 full-time and 8-10 part-time positions along with the retention of 39 full-time and 13 part-time positions. To date, they have hired 50 new employees, doubling their estimated job creation.

They hold regular charitable fundraisers as well. Owner, Ken Brown, and his family reside in Ashland and participate in community activities, so both personally and economically they contribute to the Ashland community. We appreciate their presence and wish them continued success.

Contributed by Ann Wurster

HELP US WELCOME TIM HORTONS!

New businesses in our community are a recurring theme when it comes to the Ashland area. One of the newest places to set up shop is Tim Hortons at 1185 East Main Street Ashland, Ohio. We had the chance to sit down with co-owner Steve Hill and discuss how business is going and his future plans.

We started off discussing how in four months time, the new location has become a hot coffee and fresh donuts and muffins go-to for town locals, Ashland University students, and I-71 travelers.

Now that the dirt is settled and his team of 20 regular employees and four managers is up and running, Steve is focusing on community involvement and getting the Tim Hortons name out there.

Continued page 3

TIM HORTONS cont.

Several Ashland University programs are in the works including a coffee-filled travel mug to incoming freshman, a 10% discount for Eagle Cards, and a pre-load mobile app. He welcomes the opportunity to discuss sponsorship and provide coffee, supplies and raffle items for community events such as benefits and auctions.



Steve expressed gratitude to all of Ashland for the warm welcome.

Thank you to Ashland Area Economic Development, Chamber of Commerce, and leaders of Ashland. They helped make things work and they helped get us here. December and January openings are not usually the best but every facet of the community has really helped get us here and we want to thank them for everything."

- Steve Hill, Tim Hortons Co-owner



WHAT IS A CASH MOB?

The Buy In Ashland County initiative is ramping up for the 2017 year. Now that the weather is conducive, we are out collecting interested businesses for our cash mobs and business highlights. A Buy In "Cash Mob" is a group of people choosing to shop on a specific day with cash to increase the influx of cash for a struggling business. In Ashland we have many new businesses in their first and second years which are historically difficult for new businesses. Each month we will visit and promote a small, local business and the next business will be chosen at random by the current business. We invite the press, advertise in advance with radio spots, announce it in the papers and to our Facebook group of followers. Buying locally supports the Ashland economy and provides a social platform to bring people together. The mobsters can see first hand the economic influence that they have on small business entrepreneurs.

Our spring launch of the Cash Mob season starts June 8 from 5-7PM with an after hours at Downtown Perk's *Enjoy*. Deb Brown, the owner, is excited to cross promote and experience a different demographic with customers who might not get the chance to come in during the diner's normal hours. At the event she will get to randomly pull a name of the next business.

This summer we will feature our local farmer's markets with a contest on Facebook seeking applicants who use locally grown foods in recipes.

If you are interested in joining a cash mob and want updates, contact Buy In Ashland Leader Emerald DC Stackhouse or follow us on Facebook or Instagram.

ECStackhouse@growashland.com

Instagram: Ashland_BuyLocal

Facebook: BuyInAshland

Investor Spotlight



The Lorain-Medina Rural Electric Cooperative is an employee-owned electric distribution cooperative serving roughly 16,000 consumers in Ashland, Huron, Lorain, Medina, and Wayne counties in Northeast.

It was founded in 1935 when farmers in the rural areas wanted electricity and the privately-owned power companies believed it would be too costly. Once Franklin Roosevelt formed the Rural Electrification Administration the farmers took it upon themselves to form a cooperative and do it on their own. What started as 168 miles is now 1500 miles of underground and overhead lines, serving 4,677 customers. Since 1998, Lorain-Medina Rural Electric has shared services and management federation with North Central Electric Cooperative of Attica, OH.

Be sure to visit them to learn more at

<http://www.lmre.org/>

HAMPTON INN EMBRACES AU

The Ashland area is all about community and the new Hampton Inn of Ashland exemplifies that. Everything from the décor to the purple and gold carpet and paint radiates Ashland University. Hampton Inn has truly embraced what it means to be a part of Ashland, Ohio.



“Economic Director Kathy Goon and her team were very excited about the project and they were extremely helpful and we cannot thank them enough. It took 14 months to get the land and it was very complicated but worth it.” General Manager Sachin Patel

General Manager Sachin Patel said that picking our Ashland location for this hotel was a natural fit. Also choosing the AU theme was easy because the CEO got his master’s degree there as well as the main investor’s daughter completed her undergraduate degree there. Patel went on to say “Ashland is a great community. Right off I-71 between Cleveland and Columbus is a great place to be. Mayor Glen Stewart made us feel very comfortable during the project. Economic Director Kathy Goon and her team were very excited about the project and they were extremely helpful and we cannot thank them enough. It took 14 months to get the land and it was very complicated but worth it.”

Hampton’s many amenities include but aren’t limited to: outdoor patio, heated indoor pool, state of the art fitness center, meeting rooms and a business center. This hotel is a new design, which had to be adjusted midway through construction but it was well worth it. The most important part of this hotel is that they love to make customers happy and the team at Hampton Inn does just that. There are 14 full and part time employees now and Patel plans on having a total of 18-22 once the busy season begins. They are now operating at an occupancy rate of 57-58% which is very close to his target of 60%. The second year of operation should bring a bump in occupancy.

Patel wants to be more involved in the community and is even inviting and welcoming Ashland University student interns the opportunity to have a real life work experience at Hampton Inn. Being a hospitality major himself he knows how important it is to be involved in the hotel and get that first-hand experience.

AAED'S NEW WEBSITE

WWW.GROWASHLAND.COM



With any business, branding is the most important element when it comes to marketing. The objective of good branding is to connect with the target audience by clearly delivering a consistent message. In 2014, we created a marketing brochure that would focus not only on the City of Ashland, but on Ashland County as a whole. Our goal was to showcase the best features of our community by highlighting the Ashland Business Park, current industry, roads, resources, incentives, and education and training.

Ashland County, Ohio **Open for Business** was developed by our partners at Advantage Marketing along with the slogan **The Perfect Location For Growing Companies**. To continue with the branding, our business cards were recreated to contain the **Micropolitan Awards** that have been received over the last 3 years; Ashland, Ohio has been ranked in the Top 100 Micropolitan in the US.

The next piece of the branding puzzle was the website. In 2015, we created a Business Retention & Expansion Program with **Know Ashland, Grow Ashland**. The idea was that we need to really "know" Ashland in order to successfully "grow" Ashland. Based on the results of these visits with area industry, the new website domain of www.GrowAshland.com was conceptualized.

A new feature on the website is the scrolling **Area Industries** at the bottom of the page. Prospective companies and site selectors will see those companies already calling Ashland home. Our **Featured Properties** are now linked to the GIS System through JobsOhio. We have over fifty sites and buildings that are ready for immediate development. The website has an updated look with new photos and a better flow to appeal to site selectors, companies, and investors. There is now an option for investors to **Donate** to our organization using PayPal. We have learned from a local Site Selector "friend" the importance of showcasing our community's assets on a regional, Northeast Ohio level. The updated website gives us more credibility and authenticity in the world of community and economic development.

Expanding Businesses, Benefitting Our Community is the updated tagline along with our new Mission:

To assist in the success of our existing businesses; attract viable companies to grow our communities; lead efforts to develop an attractive environment for investment, and enhance the quality of life in the Ashland Area. We strive to foster and maintain working relationships with local, regional, and state partners.



2017 Board Members and Staff

*not pictured: Mike Welch, Erin Collins, Natalie Helenthal

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FEATURED PROPERTIES

600 UNION STREET, ASHLAND, OH

Recently renovated and available for lease, The Caraustar Building is located at 600 Union Street, Ashland. Nestled in one of Ashland's manufacturing districts with easy access to I-71 and State Route 250, it is approximately 263,830 sq ft and on 10.65 acres with room for expansion. Updates include electric, lighting, two heating units and fresh paint. 105,000 sq ft of the building has twenty-foot ceilings. Additional features include several drive-in bays, four interior docks, office space, rail availability and ample parking.



1940 TWP RD 1255, ASHLAND, OH

Available for purchase, the commercial building located at 1940 Township Road 1255, Ashland, was built in 2006 by Ashland area native and former NASCAR driver, Todd Shafer, and previously used for performance vehicle repair.

The 18,000 sq ft building has a 16' drive-in door, 18' insulated ceilings and 400 amp single electric service. Interior features include front showroom with epoxy floors, reception area, conference room, seven offices, mirrored one-way windows, fully operational paint booth, two connected shop areas, locker room with showers, fully-equipped kitchen with appliances and eating area, and a workout room (equipment negotiable). The top level of the building houses a 1,050 sq ft two-bedroom, one-bath apartment with an equipped kitchen and living room. The building sits on six acres, with room for expansion. The lot has a helicopter landing pad, and an ample parking lot wired for electric poles.



This property has many possibilities, including office space, manufacturing, warehousing, auto repair or new or used car sales and is conveniently located near Route 30 and I-71.

1025 FAULTLESS DRIVE, ASHLAND, OH

Available for purchase or lease, The Americarb Building, 1025 Faultless Drive, Ashland, is a single-tenant building with potential for multiple tenants. It sits on 20.59 acres, with room for expansion and is 141,928 total sq ft. The 7,872 sq ft front space includes a reception area, conference room, and six offices. The plant area has 16 offices, conference room, shipping area and climate-controlled, quality-control lab. Additional site features include 26' ceilings, 9 docks (5 exterior, 4 interior), 3 drive-in doors, 40'x50' column spacing and 70 paved parking spaces. It is conveniently located near State Routes 250 and 60.



NORTHEAST OHIO'S MAGNET

The Manufacturing Advocacy and Growth Network (MAGNET) is a regional non-profit organization dedicated to helping manufacturers grow, improve and compete in Northeast Ohio. As part of the Ohio Manufacturing Extension Partnership (MEP), it also supports, educates, and champions Northeast Ohio manufacturing with the goal of transforming our regional economy into a powerful, global player.

What MAGNET can offer our local manufacturers:

- World-class consulting services specifically tailored for small and mid-size manufacturers
- Access to subject-matter experts and outside resources that can assist with your specific challenges
- Unique, individualized solutions to your challenges in operations, employee engagement, talent pipeline, sales and marketing, product development, and/or process innovation engagement, talent pipeline, sales and marketing, product development, and/or process innovation.

THE SBDC HOSTED BY AU

The region's Small Business Development Center is proud to announce to the Ashland community that the SBDC program is now housed in Ashland at Ashland University, in the Dauch College of Business. The move will not change the counties this SBDC serves (Ashland, Richland, Crawford, Huron, Marion, Knox, Morrow, and Wyandotte counties), but the move will provide greater opportunities for clients of the SBDC program.

Michalina Lacy, Director and Business Advisor for the local SBDC, is excited about the collaboration with Ashland University as there are numerous professors at AU that are already thinking of ways to incorporate SBDC clients into special class projects. This is a win for everyone as the clients will obtain valuable information and feedback from innovative business students and professors, while the students involved in those projects will gain valuable real-world experience.

In case you are unfamiliar with the SBDC program, it is a statewide system that works with entrepreneurs in all industries, at all stages of business growth, including pre-ventures. The SBDC utilizes a one-on-one coaching process to assess the business situation and work with the entrepreneurs to think through problems, identify the need, find options and pinpoint solutions. The SBDC can also develop customized training workshops for businesses, groups, and communities. And the best part is that the SBDC is free for entrepreneurs to utilize!

If you interested in finding out more about how the SBDC program can help you and your entrepreneurial endeavors please contact Michalina Lacy at 419-207-6910 or by emailing mlacy@sbdc6.com. Please also contact Michalina if you are interested in getting your business involved in a class project for the upcoming fall school year at AU.

Business Update

A note from Uniontown Brewery owners

Hello All! We are excited to share that we recently received our Federal Brewers Notice. Now to step up our renovations and on to our State licensing!! Thank you for being so patient with us as we are working hard to bring craft beer to Ashland's Main Street. We look forward to getting our doors open so we can share a beer with you all! We will keep everyone up to date as things move along. You can follow us on our Facebook page at Uniontown Brewing Co.

Cheers!

Doug and Anna



Mohican area growth foundation

Business spotlight

The Gilded Arrow

"Loudonville is one of Ohio's top destinations for tourist to come and spend their vacations and we want to be a part of making their experience unforgettable."

Gilded Arrow Boutique Owner, Shayla Landoll

The Gilded Arrow Boutique was all the buzz on the streets as shoppers were enjoying the store's opening night during Loudonville's Lady's Night Out in late April. The shoppers seemed to be pleased with the fun and unique atmosphere and the one-of-a-kind rack, which offers each client a one- and-done piece that no one else will own.

The Gilded Arrow Boutique is a free-spirited boutique located inside downtown Loudonville's Z Shoppe, a restored century-old building, formerly known as The Tavern Inn.

Co-owners Buffie Briscoe, Maria Zickefoose, and Shayla Landoll met at a Loudonville Chamber Mixer and the concept to bring a women's boutique to Downtown Loudonville evolved over a glass of wine. The idea was to have a clothing store that mixes a little southern charm, a little glamping, and vintage boho with trend-driven fashion. Partner Shayla Landoll shared, "We want a fun, unique place where women can come and create their own style with our one-of-a-kind unique pieces."

Landoll continued, "We have a passion for our growing community and a desire to make a difference in the lives of others. This is what fuels our business. Loudonville is one of Ohio's top destinations for tourist to come and spend their vacations and we want to be a part of making their experience unforgettable. As this journey continues together, it is a constant inspiration to find the most unique items for amazing prices."

The Gilded Arrow offers everything from dresses and tops, sizes S-XL, and accessories from necklaces to handbags that create a winning look that will turn heads everywhere you go.

The Gilded Arrow Boutique is open M-Th 11:00am- 5:00PM, F-Sat 11:00am-6:00pm, and Sun 11:00am-5:00pm.



Ashland Area Economic Development • 419-289-3200 • www.growashland.com