



# THE ECONOMIC PULSE

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

**-AAED Executive Director, Kathy Goon**

Our economic development (ED) office is like no other in the State of Ohio. We are unique in that we work with any business, company, or entrepreneur that creates a job. Most ED offices tend to focus mainly on manufacturing and distribution centers which is ideal for larger, metropolitan areas, but Ashland is unique. We need to be ready for anything that walks in the door.

The "Ashland Team" focuses on business retention, expansion, attraction and entrepreneurship on a daily basis. Whether it's a start-up, existing business, relocation, or expansion we can assist with the process from start to finish. If we don't have the answer, we will have a resource. While we partner with manufacturing and business development organizations such as MAGNET and the Small Business Development Center at Ashland University, the natural first stop should be the economic development office for direction and guidance. A confidential meeting with the Ashland Team is the best way to get your business or company on the right path.

## Areas of Expertise and Action:

- Business Entities
- Business Plans
- Certified Business Advisor
- Certified QuickBooks ProAdvisor
- Finance Options
- Financial Projections
- Grant Assistance
- Location Assistance
- Jumping through the hoops/red tape assistance
- Marketing
- Tax Incentives

No matter what the need, chances are the Ashland Team has seen it or knows how to handle it. Building strong relationships in the community is one of the key elements in successfully developing an area. We strive to do this as each opportunity presents itself.



## ISSUE 2017-2

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# Village Point Revitalizes Hayesville

Where once sat an abandoned, 100 year-old brick building, is now home to the newly remodeled Village Point Market.

Right outside of Ashland, lies the small town of Hayesville, which sits on the intersection of Old 30 and St. Rte. 60. This is a very busy thoroughfare with people driving from Ashland to Loudonville and tourist areas/campgrounds in Mohican. So many Ashlanders have passed this building and referred to it as an eyesore, or never even thought about stopping to explore this once bustling small town in Ashland County.

***"Bringing new life to a community proud of its past and looking to improve its future is what means the most to us which is why it was vital to us to keep the historic building and just remodel it as opposed to tearing it down."***

-Ben Ferguson, Village Point Owner

But now, so many people are finding themselves making a special trip to visit "The Point". There are a number of reasons to visit Village Point from the large deli meat and cheese counter, to the ice cream and café lunch area. You'll find local produce and gluten-free/organic food choices plus so many unique and cute gift items and a candy corner that your kids will never want to leave.

Village Point was actually started in 2015 in the building across the street when Ben and Kim Ferguson bought the former Corn Crib. They hired Casey Cooke, an Ashland native, to manage the store knowing they had bigger plans for this small town deli/market in the future. "Without Casey's help Village Point wouldn't be where it is today." says Ferguson. When they moved across the street in May of 2017 they quadrupled the size of the store. They created a sit down eating area inside where you can grab coffee, ice cream and customize sandwiches and salads. The bulk food section and deli counter more than doubled and they added categories like gifts, frozen foods, seasonal items, produce and much more. You can even grind your own peanut butter and fill your own honey jar. They try to do a lot of local products and support other local vendors.

Owner, Ben Ferguson, grew up in the small town of Hayesville and it really meant a lot to him to give back to the community that once "raised" him. Trying to revitalize Hayesville in some fashion was the goal of Ben and his wife Kim. "Bringing new life to a community proud of its past and looking to improve its future is what means the most to us", says Ben. "Which is why it was vital to us to keep the historic building and just remodel it as opposed to tearing it down."



# JONES RENTAL INC.



Jones Rental Inc., is located in Ashland at 1627 Cleveland Avenue just over the US 250 bypass. Current owner Garrett Hall started with Jones Rental while attending high school in Loudonville. In 2002, Hall relocated to the Ashland store and began managing the location after graduating from University of Northwestern Ohio in 2006. He worked his way up through management and purchased the company in 2014. Hall has maintained the name of the business and is proud of the reputation Jones Rental has gained in the Ashland community. Focusing on customer service and the unique angle of "delivery in one hour" are Hall's goals. The five-member team participates in ongoing training from the equipment suppliers and can assist with quotes on bids.



In the winter of 2016, Hall updated the facade of the building to better align with the Jones Rental Inc. logo.

A wide variety of rental items is available year-round. Construction equipment includes mini-excavators and diamond concrete cutting blades. Homeowner tools and party rental supplies including tables, chairs, heaters and even a 100-cup coffee maker are also available. New and used equipment and accessories are available for purchase.

Store hours are Monday-Saturday, 7:30AM-5:30PM. After hour pick-up/drop-off arrangements can be made.



## *buy in Ashland county initiative*

The next Buy In Ashland County Cash Mob Event is Tuesday, August, 28th 4p-6p in Downtown Loudonville's The Gilded Arrow (inside The Z Shoppe) on 141 West Main Street.

Enjoy! kicked off the Buy In Season in June followed by Truly Yours Fashion in July. Rounding out the summer and focusing on back to school and fall, The Gilded Arrow is a women clothing & accessories boutique that blends the latest trends with free spirit and real world vibe. At the last AAED press conference, co-owners Shayla Landoll, Maria Zickefoose, and Buffi Briscoe described their fashion sense as "southern" with a touch of "glamping"; a portmanteau of glamour and camping. Catering to locals and Mohican vacationers, The Gilded Arrow celebrates the history of the area and gilds the lily by adding a fun and funky shop in Downtown Loudonville.

If you haven't experienced Ashland county's southern charm, it's only a quick twenty-minute trip to Downtown Loudonville.

The Buy In Cash Mob events are a free promotional opportunity for local businesses and help revitalize our county's downtowns.

Buy In Ashland is comprised of six area organizations, including AAED, Ashland Area Chamber of Commerce, Loudonville-Mohican Chamber of Commerce, Ashland Main Street , Ashland Convention Visitors Bureau and Small Business Development Center.

If you would like to be a participating business, email Emerald Stackhouse at [ecstackhouse@growashland.com](mailto:ecstackhouse@growashland.com). Businesses are chosen by a random drawing at each event.

## Member Spot-light



Aspen Management has recently moved its corporate headquarters to a newly built office located at 1566 County Road 1095 (Mifflin Avenue) in Ashland. Aspen Management, founded in 1975 by Tom and Ann Wurster, provides real estate management services to a wide variety of real estate holdings.

Currently Aspen Management's 47 employees manage multi-family apartment communities, industrial facilities, as well as medical facilities. The company has locations in Ohio, West Virginia, Kentucky, and Indiana.

The Ashland-based executive team consists of Jami Stoner, Vice President; Kim Grossenbacher, Accounting Specialist; Mike Dever, Director of Maintenance Operations; Julie Emery, Director of Asset Quality; Christy Markle, Staff Accountant; and Regina Piatt, Senior Leasing Consultant. The company is owned and operated by Tom, Matt, and Dave Wurster.

## OLIVESBURG GENERAL

Earlier this year, Tia Sponsler became the new owner of The Olivesburg General Store, Ohio's second oldest general store. Established in 1840 and still on its original site, the royal blue store is located just over the Ashland County line on State Route 545 near State Route 603.

While it has incurred renovations and modernization over the past 150 years, Tia's goal is to get back to the basics and preserve the store's history while giving its patrons a chance to build a "piggy-bank of memories". The destination spot can be utilized for a quick trip to pick up a needed item or a place to relax and enjoy a deli sandwich.

To encourage visitors to congregate she is adjusting the indoor seating to accommodate both intimate and large groups and expanding outdoor seating options. (It isn't uncommon to find a local sports team celebrating its win over ice cream cones or cream sodas!)

Store layout changes include a grocery area stocked with competitively priced merchandise that is quick and convenient for shoppers.

Local artisans will have the opportunity to display and manage their consignment booths throughout the store.

A new candy area will include cooking/kitchen- and kid/candy-themed grab bags to tempt customers to try new items and treat themselves to something they normally wouldn't consider.

Tia's long term goal as she implements the changes is to emphasize the nostalgia that make the 1840 general store a place that patrons return to again and again. She embraces each day as an opportunity to "make the heart smile" and looks forward to watching her guest book fill with names and stories of the people that stop in the general store as they pass through the 'burg.

***"Whenever I think about this journey God put me on, I'm so excited to see what he's going to do with the store." - Tia Sponsler, owner***



(pictures compliments of  
Mansfield Destination)



# GRASSROOTS ONTOA-

The Ashland Area Economic Development team consists of four local, home grown ladies. Our Executive Director, Kathy Goon is a Hillsdale High School graduate and earned her BSBA and MBA from Ashland University; Assistant Director, Emerald Campbell-Stackhouse is a Mapleton High School graduate and earned her Bachelor of Science Human Ecology from the Ohio State University; Office Manager, Erin Gongwer-Collins is an Ashland High School graduate and earned her BSBA from Ashland University; and Administrative Assistant, Natalie Henthal is also an Ashland High School graduate and currently finishing her BSBA at Ashland University.



*Emerald Stackhouse, Kathy Goon, Natalie Henthal and Erin Collins*

***We know the area, we understand the culture and we're committed to the community.***

## ALL GRAD HELPING THE REGION'S

2001 Ashland University graduate Mindy McLaughlin is the Director of International Business Development at Team NEO, the regional economic development organization responsible for helping create jobs and attract new capital investment for the Northeastern portion of Ohio, which includes Cleveland, Akron, Canton, Youngstown, Ashland, and Mansfield, among others.

In this role, she crafts the Region's international investment strategy and manages the Region's international sales portfolio, including international lead management and investment missions and events.

International (Foreign) investment is important to Ohio and the region because those companies tend to pay average-to-above-average wages, clean and safe working conditions, and bring innovative technologies and processes to the U.S. market. The top investment countries for Northeast Ohio are Japan, Germany, and Canada.

Ashland County is home to three internationally based companies: Corona Industrial S.A.S. from Colombia (Mansfield Plumbing Products, two locations), Novatex GmbH from Germany (Novatex North America), and Pentair PLC from the UK (Pentair Pump Group, Inc.) Mindy works closely with Ashland Area Economic Development to ensure these companies have what they need as well as recruit new companies to the area.

Prior to joining Team NEO, Mindy spent more than five years at JobsOhio, the State of Ohio's privatized economic development entity, also focusing on international investment into the State.

Her previous roles included work with Ohio Governor John R. Kasich from 2009-2011, the U.S. Department of State from 2007 to 2009, and in The White House from 2005-2007.

A native of Ontario, Ohio, McLaughlin holds a Bachelor of Arts in Political Science from Ashland University. While at Ashland she was part of the Ashbrook Scholar Program. Recently, she was named to the Ashbrook Board as well as the Ashland University Board of Trustees.

She resides in Cleveland, Ohio.

**AAED**

**2017**

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## STAFF

**Executive Director**  
**Kathy Goon**

**Assistant Director**  
**Emerald**  
**Campbell-Stackhouse**

**Office Manager**  
**Erin Collins**

**Administrative Assistant**  
**Natalie Henthal**

# FEATURED PROPERTIES

## 1225 CR 1153 (N. Baney Road), ASHLAND, OH

Office and warehouse space are each available north of Ashland's Baney Road and Sandusky Street intersection.

The 400 sq ft log-built office building is wired for telephone and computer. It has three offices, one bathroom and a six-car parking lot.

The 10,000 sq ft heated warehouse has a 10x14 overhead door, dock area and 17-foot eave ceilings. It is priced to lease per square foot, allowing tailored needs to be met.

The owner is flexible with separate or combined leasing for the office and warehouse buildings.



## 1000 HEDSTROM DRIVE, ASHLAND, OH

Located in the Steel City building at Ashland's US 42 and Baney Road intersection, the combined office/warehouse flex space totals 18,739 sq. ft.

Building features include a new roof, ample parking, high visibility and signage. The approximate 3,539 sq ft office space has a central granite island, tile flooring and hardwood trim.

The owner is willing to renovate the space in order to accommodate any industry or business.



## 1114 SR 224, NOVA, OH

Conveniently located on State Route 224, the multi-structure, five-acre property has room for expansion with an adjacent 15+/- acre available lot. The site has great visibility with 512' road frontage and a depth of 523'.

The front building houses a 1,500 sq ft air-conditioned showroom, one private office, a bathroom and a break-room. The rear 8,000 sq ft light-manufacturing area of the front building is heated and has insulated floors, a bathroom, one 16'x12' and one 14'x12' overheard doors and five man doors.

A separate 10,000 sq ft warehouse on the back part of the property includes two 14'x12' overhead doors, five man doors and two 50'x12' mezzanine areas.



# AAED'S SUMMER

## Farmers bank groundbreaking

Farmers Bank publicly announced its new banking office at 1000 Sugarbush Drive during it's June 28th groundbreaking ceremony organized by AAED . A planned mid-October opening will mean an easily accessible location, a new drive-thru, and a drive-up ATM and night drop. The bank, which moves less than a mile from its previous location, will continue offering full-service personal and business banking as well as trust and investments.

"We're really excited to move to this location, where we can better serve our clients," said Farmers President Brian Hinkle. "We offer something special in terms of banking relationships – we take care of our clients in a way no other bank does."

Erica Bays, Manager of Farmers Ashland banking office, added her thanks. "Ashland Area Economic Development has been so supportive of our move, and we can't thank them enough for organizing today's event."

## Press Conference

Mitchell's Orchard & Farm hosted AAED's summer press conference on July 31st. Four businesses representing a variety of industry in the Ashland County area were presented certificates of appreciation for investing in our community.

Owners Shayla Landoll, Buffie Briscoe and Maria Zickefoose shared their story of how The Gilded Arrow, a free-spirited women's boutique in Loudonville's The Z Shoppe, came to fruition; Mikel Burlew, Miller Market's Director of Operations, explained how the Indiana-based supermarket chain decided to acquire Hawkins Market and preserve the name (and the bakery) while updating the Ashland store.; Tia Sponsler attributed divine intervention to her becoming the newest owner of Ohio's second oldest general store, Olivesburg General; and Brent Canfield talked about how his 12-year service in the Marine Corp and passion for security and technology evolved into Smart Digital, a security-focused digital technology company.

## Barbasol groundbreaking

AAED organized Barbasol's third phase groundbreaking in Ashland's Business Park on August 4th. A tornado warning at the start of the event caused a last minute shift into the warehouse where the AAED team served Charcoal Mafia bbq to Barbasol's employees. Founded in 1918, Barbasol chooses Ashland as its single manufacturing site for its 53 million cans of women's and men's shaving cream. The new building will house their razor assembly line.

**We enjoy working with local vendors for these events.**

**Thanks to the following for this summer's contributions:**

**Jones Rental, Caleb's Canopies, Mitchell's Orchard & Farm,  
Truax Printing, Charcoal Mafia and Simonson Construction.**

## Business Update

### FIVE STAR

### ALIGNMENT

Local roots are beneficial to have in the Ashland Area and that is exactly what Five Star Alignment has. The 1012 W. Main Street location was originally constructed in 1955 by Eli Yoder to be used as an alignment and brake business. C. Kanzig purchased the business and property in 2005, and finally in 2016 Five Star became Todd Kanzig's. After hard work and transitions, Five Star Alignment has been servicing cars five days a week since re-opening August 2017. Todd's wife, Malea, and Uncle Herb pitch in to help when needed. While summer tend to be a slow season, business is steadily increasing. Locals and the surrounding community turn to Five Star for auto repairs including brakes, struts, shocks, tie-rod ends and alignments.

*"We are trying to be more involved in the community now that we are settled in and have found our groove. We look forward to becoming well known within and outside of our community."*  
*- Todd Kanzig, Owner*



*Mohican area growth foundation*

*Business spotlight*

## LOKO BEAN

206 W. Main Street, Loudonville



Loko Bean is Downtown Loudonville's newest addition. True to motto "Everything is better with chocolate!" store owner Ashley Turber specializes in single origin chocolate and offers hand made confections, including bark, dipped pretzels covered with bacon, chocolate lollies, truffles and s'mores. Can you say "chocolate cheese"? She also offer a full espresso bar, chai tea lattes, hot and iced teas, hot cocoa and serves light lunch options from 11:00AM-1:00PM (the menu changes monthly). The mocha and caramel sauces are house made, adding a special touch to the menu. The hip chocolate store /coffee shop includes lounge seating and a kid's corner with a chalk board wall.

Ashley has been making candy and baking since she was a little girl. She discovered her passion for chocolate when she started working in a chocolate shop while she and her husband lived on Whidbey Island. In 2014 she began fulfilling chocolate orders out of her Wadsworth home and by 2016 she was booked with orders for small businesses and various occasions, including local events, markets and school functions. Her husband has become increasingly involved as business has grown. 2016 ended with the couple deciding to open a storefront and add coffees, teas and espressos to the menu.



The strong sense of community attracted the couple to Downtown Loudonville for their new venture. They have felt welcomed and are truly grateful for the community support. Special events are planned for every other Saturday night as the fall season approaches, including live acoustic music, classes, game nights, trivia nights and s'mores. The events will include both RSVP paid participation and free, open-to-the-public opportunities. Facebook is the best way to keep current on Loko Bean's happenings. Cheers with an espresso shot from Loko Bean!

***"We chose the town of Loudonville because of the strong sense of community they have. We have been welcomed in and we are truly grateful for the community's support." - Ashley Thurber, Owner***



Ashland Area Economic Development • 419-289-3200 • [www.growashland.com](http://www.growashland.com)