

2016

Annual Report

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AAED Mission Statement

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 & maintain working relationships with local, regional, and state partners.



Expanding Businesses, Benefiting our Community

2016 Director's Account

Believe it or not, this is my 5th Annual Economic Development Forecast Breakfast. This annual report is a combination of the old and the new economic development. The transition from the council of government structure to the non-profit was necessary to be competitive not only in the State of Ohio, but globally. A lot has happened in the last 5 years in the form of growth, expansion, and startups throughout the Ashland area.

Last year I mentioned that our community would see dirt being moved. Now we see that in the completion of the Hampton Inn & Suites by Hilton, the new Buffalo Wild Wings, H-D Supply Waterworks, Chesterland Productions, PLL, and Ashland Commons. Entrepreneurism continues to thrive throughout the county with the expansion of Mohican Appliance in Loudonville; D&L Underground Solutions; Buckeye Country Creamery; Crazy Monkey Baking expansion in Ashland; and the purchase of the former Flxible Bus Company building in Loudonville by Joseph Shrock.

Once again, we are featured in Business in Focus Magazine. This year's issue is "All Aboard! Confederation and the Economics of the Railway;" our article is "Accessibility, Affordability & Entrepreneurship." We focused on the new, expanding, and existing companies in our county.

2017 is setting up to be one of our busiest years ever. The amount of site selectors, developers, and companies seeking out Ashland County, Ohio is substantial.

Warm Regards,

Kathryn A. Goon



Highlights from 2016



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2016 in Review

In 2016, the Ashland Area Council for Economic Development transitioned into a non-profit; *Ashland Area Economic Development, Inc.* (AAED) This change was enacted as of January 1, 2017. As a private, non-profit organization, AAED is able to function at the pace of business while observing confidentiality, and strengthening relationships with private donors. The advantages to operating an economic development office as a non-profit are almost too many to count. For members, they are able to donate and receive a tax deduction. AAED has partnered with TeamNEO and JobsOhio to make Ashland a competitor for the national site selection process.

Tim Horton's grand opening was on December 16 and the Chamber of Commerce gave owner Steve Hill an award for job creation in Ashland. It has the ability to seat 40 people and also doubles as a 2,100 square foot meeting/conference room. Hill plans on showing community commitment through youth outreach activities and using their meeting space for clubs in the Ashland area.

After over 20 years at the previous location Buffalo Wild Wings outgrew it and in the new location they almost doubled the amount of seating available, the square footage and the amount of viewing screens. The franchise owner Ken Brown was thanked for his commitment to the community and Governor John Kasich and U.S. Rep Bob Gibbs presented letters of accommodation to him.

The Hampton Inn & Suites had their groundbreaking ceremony in 2015 and finished its construction in early 2017. Hampton officially opened February 14 and are accepting reservations. On the opening day they held an open house that allowed the community to come and tour the hotel. This new hotel gives guest the opportunity to access community attractions, events, and Ashland University.

During Ashland Area Council for Economic Development's Mid-Year Briefing for Investors, Dan Deville of the FirstEnergy Foundation presented a \$5,000 check to the Ashland County Community Foundation on behalf of Ashland Area Economic Development. This money was given to benefit the Ashland Area and its economic development efforts. The highlight of the even was guest speaker and site selector Michelle Comerford who spoke on the site selection process.

Ashland Doggy Daycare & More, LLC

Kim Stoner, the owner of Ashland Doggy Daycare & More, LLC had a passion for dogs and worked with in the veterinary field for about 10 years which gave her the background necessary to be able to care for the dogs and understand their needs. Stoner wanted to provide a place that dogs would be able to run around without being locked up in a cage all day. With this vision in mind she recognized need for this type of facility in Ashland. A place that offered a daycare, boarding, and grooming to "Pet Parents" in our area. Stoner came to AAED to develop her business plan, find connections for financing, establish a vendor's license, and begin the steps necessary to open her business. She was able to open with in two weeks of receiving funding in June of 2016.



**Barb Queer
retires
after 40
years of
service
for
Ashland
County**



After holding different positions within the office of the county commissioner's, from the county's switchboard operator, to deputy clerk of commissioners, and then the county businesses administrator. She was the first commissioner to actually work within the office that she would lead. She became the county commissioner in January 2009 and kept that position for 2 terms. Under her many years of service to Ashland County she was able to be involved in numerous organizations which made it easier for her to be involved in the different aspects of Ashland County.

She did many things in her time as County Commissioner and we thank her for her service and wish her well in her retirement.

Site Selector View of Ashland

Michelle Comerford, a site selection consultant with Biggins Lacy Shapiro & Co. presented at the Mid-Year Briefing. She gave investors a crash course, on Site Selection, and what companies look for in communities. They look for shovel-ready sites with necessary infrastructure.

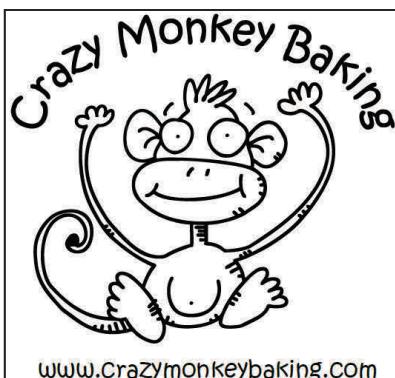
"Companies on the other side of the country have not always heard of Ashland, OH or know where you're at. But if you're within a larger regional area that is more recognizable – like the Cleveland area – then you want to hook into that."

Buy in Ashland County

Buying locally results in various benefits for the community and for the businesses in the Ashland area. Six organizations joined forces to create Buy In Ashland County, a buy local initiative. Ashland Area Council for Economic Development, Ashland Area Chamber of Commerce, Ashland Area Convention and Visitors Bureau, Ashland Main Street, Loudonville Mohican Chamber of Commerce, and the Small Business Development Center joined together to try and instill the importance of buying local. This initiative was designed to let the community identify the benefits of buying local and encourage customers to help the local economy. Some of the benefits include keeping jobs in our town rather than outsourcing to online distribution centers, and puts more money back into the community through the sales tax dollars. *Buy In* brings together a group of people called a cash mob who come at a designated time and shop at the specific store, but they shop with cash to negate the costs associated with using credit card software. They raise community awareness about what a shocking availability of goods and services the Ashland Area provides. 'Mobbers' create an atmosphere that is a fun and social way to support small businesses. For more information about buying local and upcoming cash mobs follow Buy In Ashland County on Facebook @BuyInAshland.



Businesses spotlight



www.Crazymonkeybaking.com

Teresa Humrichouser started Crazy Monkey Baking because of her passion for baking and trying to create something that allowed her to stay at home and do something a little different than the normal. Her granola cookie crunch became extremely popular with her family so she started going to the local farmer's markets and her products sold out every time. Eventually after two moves Crazy Monkey ended up in their newest and biggest location which is located behind Caddy Shack. This new bakery allows the company to have a loading dock and more space that allows them to grow and bring on new businesses. Teresa stated when asked when the best part about starting/building this company was, "It is amazing when I step back and look at how far the business has come from my home kitchen. There is a lot pride in knowing we have built this business from the ground up. It has been extremely challenging and I have learned so much and I know I still have so much more to learn!" Crazy Monkey Baking is being sold in over 500 stores at this time and they also have a few distributors that continue to pick up additional businesses.

Teresa also stated, "A few avenues we are looking to grow at this time are: Colleges/Universities, hospitals, along with the introduction of our fundraising program."

Keith Boales—OEDA award

Keith Boales helped the Ohio Economic Development Association transition into a non-profit organization because he understood the importance of the economic development organization. He helped bring the community, partners, and stakeholders together to see this vision as well. For all the work that he has done in the community he was awarded the runner-up for the Excellence in Volunteerism award. Even though he was against nominations from all over the state his efforts did not go unnoticed.

He also runs his own insurance business (Boales Insurance), County Chairman of the Republican Party in Ashland, OH; Chairman of the Sight Committee for the Lions Club; member of the Board of Directors for the Ashland County Community Foundation; President of the county's Veterans Service Commission; and member of the board for the East Central AAA.



Awards Received

At the beginning of the year, AACED formed a new initiative to make Ashland County a Top Micropolitan. This initiative is from Site Selection magazine and they have a national ranking system. A micropolitan is defined as a rural county whose largest city does not exceed a population of 50,000. The ranking is compiled of a number of projects that the micropolitan area completed over the course of the year. Each project completed over the course of the year must meet certain standards in order to be counted toward the ranking. The top of the Micropolitan list leads with a total of 27 projects completed in one year, while seven projects placed in the top 10 on the list and two projects were in the top 70.

In 2016 Ashland County was ranked #22 Micropolitan in the United States for our five business expansion projects and qualifies Ashland County as a top growing rural community in the nation. Site Selection magazine publishes information for expansion decision-makers and to help expansion planners do their job better. Being included on that list is great for Ashland County and gives us more potential leads in the U.S. For 2017 the Site Selection magazine announcements do not come out until the end of March.



We were also nominated for the Ashland Area Chamber of Commerce's Annual Member Awards in April of 2016. Even though we did not win we made the cut as finalists for the Award, we are appreciative for the support from the community.

Business in Focus, a magazine out of Canada, featured Ashland County and its local business climate as a destination for companies looking to expand. Within the article they discussed the many reasons why Ashland County continues to prosper, expand, and retain businesses.

Potential Projects in 2017

Ashland natives Doug and Anna Reynolds have been in the process of renovating the old Gilbert's building into the new Uniontown Brewing Co. Being a part of downtown Ashland they are dedicated to be important to the revitalization of Mainstreet. "This is our community, our hometown, and we want to be a part of the revitalization of downtown Ashland. We will promote other local businesses and community efforts to bring people downtown to shop from Ashland entrepreneurs." Doug and Anna are planning that the brewery/restaurant will attract people downtown and stimulate the economy. Economic Development helped this business get their business plan and the community reinvestment act completed so that they were able to get moving forward on the renovation and organizing the new building for their move in. Doug and Anna made this possible by working with companies within Ashland to help start this business. The plan for the brewery is to open it as a 5 barrel brew house and that system is going to be in the basement along with the storage systems in the walk in coolers that allow the beer to be sent upstairs to the restaurant.



Become an Investor

AAED is committed to the stability and growth of Ashland County. With the generosity and vision for a better future, our investors make this organization possible.

Please contact our office to renew your contribution or become a first time investor.

1123 State Route 96
Ashland, Ohio 44805
419-289-3200
economicdevelopment@ashlanded.com

Kathy has worked with Ashland University's entrepreneurship program for several years. In 2016 seven Ashland Area businesses partnered with Dr. Dan Sullivan's ENT 365 class. 17 students had the opportunity to experience what they cannot receive in a classroom but also gives the businesses an opportunity to grow. The participating businesses were Mohican Appliance, Maray Hills, Toppers Hair, Ashland Doggy Daycare & More, LLC, Kimberly's Closet, Triple M Riding Rescue Ranch, and Buckeye Country Creamery.

Having the prospective of the students gives the business owners insights that otherwise they would not have been available to them. It also gives the students the ability to see how a business is run first hand and learn from successful business owners on what made them successful and how to avoid potential downfalls.

Students meet with the owners for at least 12 hours during the course of the semester and at the end of the semester the students provide the owners with a plan so they can continue after the semester ends.

"I've had the opportunity to work with a group of entrepreneurial students from Ashland University on two separate occasions. I enjoy being able to provide real world, hands on projects for these students to work on, while also receiving much needed assistance that most new business owners could use. I can recall working on a project for a local business as a Public Relations student for AU. I understand the value that hands on projects can provide students by seeing their work put into action and feeling like they are making a difference." - Kim Swanstrom of Kimberly's Closet LLC.

Toppers Hair



Maray Hills



Triple M Riding
Rescue Ranch



Starting out in October of 2016 the Lahmers family has already gotten their business off the ground and moving forward in their future endeavors getting more orders every month. They are in 57 stores for the time being, their products can be found in Cleveland, Wooster, Uhrichsville, Ashland, and many more cities throughout Ohio. The motivation behind starting the creamery would be the ability to take out the peaks and valleys of the milk prices. Even though the highs were profitable, the lows were bad. With consistent pricing the Lahmers will have a more reliable stream of income. Right now they bottle only about 10% of their own milk production, that small amount makes them more money than selling to another farm or another company to be bottled. Joel and Christy Hulse are a part of operations of the farm and bottling the milk. According to Joel Hulse, "The goal for the future would be to bottle all our

own milk. Right now it's only about 10% of our total milk we get from our cows which ends up being about 1,000 gallons a week on average". With a broader sales territory and increased sales they have the potential to expand their production lines. As they increase sales they are also planning to expand the types of products they offer.



Richard E. & Sandra J. Dauch
COLLEGE OF
BUSINESS & ECONOMICS
ASHLAND UNIVERSITY

Chipotle Groundbreaking



After years of waiting Chipotle is finally coming to the Ashland Area. They have signed a lease to be included in the new retail strip that is on the former Carter Lumber site on East Main Street. This new retail strip is being referred to as 'Ashland Commons' and this area has a bright future for expansion. In this strip of businesses there will be room for up to eight tenants in just the Ashland Commons area. Along with Chipotle coming into

town, Sprint and Kay Jewelers are going to be going into the Ashland Commons store fronts. With just these three businesses coming into town there is an expected 54 permanent new jobs being created and over a hundred potential for the combined store frontage. Chipotle will be the first to move in of the three.

Local officials had an important part in the initial steps for the Ashland Commons Project. Getting the buildings in place and to be able to sign leases as soon as possible was a long process. This is going to help the community, not only bringing more business to Ashland, but also putting more money back into our town. The owners are relying on local companies to build Ashland Commons infusing money directly back into our economy by using local talent. Simonson Construction, of Ashland, is in charge of doing site work for Ashland Commons, the actual buildings, sidewalks, and parking lots you see. Each lease will have the ability to personalize their storefronts to meet their needs. The creation new jobs will stimulate economic growth and make Ashland more attractive to other companies looking to come into our region.

We know that more restaurants want to come into Ashland and if Ashland Commons can be completed and ready to go within the new year, we will have prime spaces available to show to potential businesses. The tentative opening for Chipotle Mexican Grill is for May 2017.



Goals for 2017

With our name change in 2017 our mission for Ashland area is not changing. We still are looking for ways to help economic stability, growth through business attraction, retention, expansion, and entrepreneurship.

Becoming a private entity is going to allow us to better help the Ashland Area because we will be able to be confidential and we can fully partner with other nonprofit businesses giving us possibilities that we wouldn't have had access to otherwise.

With this new year we have big plans at Ashland Area of Economic Development Inc. and we fully plan on doubling our efforts of what we have done in years past, but also following new leads that will help Ashland County in its future endeavors.

Our goals for 2017 are to continue to grow Ashland County and make it economically profitable by bringing in new businesses. By doing this we are also creating new jobs for the Ashland Area and keeping money in the community.

We continue looking for new businesses interested in coming to Ashland and we are reaching out to potential businesses. The more we can reach out to companies and promise them confidentiality the better it is going to be for the Ashland area. With our status as a non-profit we have new opportunities to follow leads that we did not have before and we are hopeful it will benefit Ashland area in the long run. We are trying to find potential opportunities that would benefit the community as a whole, help profit existing companies, and open up possibilities to companies that would not have normally come to the Ashland area.

With the amount of new businesses that are here and are planning on coming here, it becomes more appealing to companies looking for new locations. The Ashland Area is a steadily growing community and we are excited for what is in store.

Listed Below are some of the businesses AAED helped:

- Ashland Doggy Daycare & more, LLC
- Auer Towing & Recovery
- Buckeye Country Creamery
- Buffalo Wild Wings
- Burgess Ambulance
- Chesterland Productions, PLL
- Chipotle (Ashland Commons)
- Country Chic Boutique, LTD
- Crazy Monkey Baking
- Created Polk CRA (community reinvestment area) and amended Montgomery CRA
- D&L Underground Solutions
- Five Star Brakes & Alignment
- Flexy Holdings
- H-D Supply Waterworks
- Lessons in Fear
- Mitchell's Movers 3G, Inc.
- Mohican Appliance
- Old Country Store Bulk Foods
- Quick Lane Tire & Auto Center
- Sheila & Co. Hair Designers
- Shelby Joe Sloppy Joe Sauce
- The Flour Barrel Bulk Food and Deli
- Tim Hortons
- Toppers Hair Design & Day Spa
- Uniontown Brewing Company

Board Members and Staff

President: Mike Welch Ashland Co. Commissioner

Vice President: Ev DeVaul United Way of Ashland

Secretary: Mike Kelly Hedstrom/Ball, Bounce & Sport

MAGF Representative: Tom Lavinder President of Mohican Area Growth Foundation

Ruth Detrow City Council President

Kathryn A. Goon
Executive Director



Emerald Campbell-
Stackhouse
Program Coordinator

2016 Annual Report

A special thank you to all our volunteers and community members who help us in our daily efforts to Grow Ashland.

Thank you to our generous investors

Leadership Investors

- Ashland County
- City of Ashland
- Mohican Area Growth Foundation
- First Energy Foundation
- Ashland Community Foundation
- Critchfield, Critchfield & Johnston

Legacy Investors

- Advantage Marketing
- MAGNET*
- Boales Insurance

Strategic Investors

- Anonymous
- Aspen Management
- Hedstrom Plastics*
- Bohland Jewelers
- Bill Harris Auto Center
- Simonson Construction Services, Inc.

Development Investors

- Ashland University*
- Home Savings & Loan
- Ingmand Whitaker-Myers
- Barbasol, LLC
- Lorraine Median Rural Electric Co-Op
- Schoonover Industries, Inc.
- Sutton Bank

Growth Investors

- Ashland Manufacturers Council
- American Augers
- Chandler Systems
- Charles River
- Denny Bittle
- Hedstrom Ball Bounce & Sport*
- Jackson Township
- Liqui-Box
- Lippert Enterprises
- Ohio Electric Control
- Return Polymers
- Truax Printing*
- Wayne Savings Community Bank

Goodwill Investors

- Ashland Area Chamber of Commerce
- Ashland Scale Company
- Certified Labs & Service, Inc.
- Classy Chassis
- Erie Basin RC&D*
- Shane Kremser
- Lutheran Village
- Schoonover Industries
- Star Design
- Whitcomb & Hess*

Ashland Area Economic Development

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*Sponsor for Annual Report

Member's & Fundraiser Sponsors

- Advantage Marketing
- American Augers
- Amish Oak Furniture Company
- Anderson Glass
- Ashland Doggy Daycare & More
- Ashland Implement
- Ashland Senior Citizen Center
- The Ashland Symphony Orchestra
- BB&C Car Care
- Belly Busters BBQ
- Bill Harris Auto Center
- Bohland's Jewelers
- Bryanna Yenni
- Buffalo Wild Wings
- Buren Insurance

- Classy Chassis
- Corinne's Salon
- Country Chic Boutique
- Crazy Monkey Granola
- Donna D's Pizza
- Fall Ornamentals
- Farmers & Savings Bank
- Floral Garden Florists
- Four Seasons Flowers & Gifts
- Guy's Tire Service
- Hampton Inn & Suites by Hilton
- Heffelfinger Insurance
- the Home Depot
- Johnson's Auto Body Repair

- Joy's Fairy Floss
- Juliana Bridal
- Landoll's Mohican Castle
- Lessons in Fear
- Lingenfelter's Jewelers
- Lippert Enterprises
- Lutheran Village of Ashland
- Mohican Adventures
- Mohican Country Market
- PNC Bank
- Rossi Machinery
- Shelby Joe's, Inc.
- the Happy Grape Wine Bar & Bistro
- Triple M Riding Ranch Members