

GROW ASHLAND

ECONOMIC DEVELOPMENT OFFICE

THE ECONOMIC PULSE

GROW ASHLAND

Ashland Area Economic Development's 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 for the Ashland area.

We strive to foster and maintain working relationships with local, regional and state partners.

So how does the Grow Ashland Economic Development Team fulfill that statement with our day-to-day efforts?

Business Advocacy and Counseling— Grow Ashland helps entrepreneurs and companies navigate the development waters. We have an open door policy; regardless of industry, company size or stage of business. Our large network of local and regional resources allows us to tailor our team-based approach to each client.

Business Retention and Expansion Visits— Business retention and expansion visits are a priority for Grow Ashland. Each year we visit at least twenty- five local manufacturers to “check-in” and keep the lines of communication open. Our conversations glean valuable information and guide our efforts and initiatives. The confidential data collected during the visits is also compiled on a state level and put into metrics to determine trends.

Infrastructure Conversations— Grow Ashland coordinates and arranges roundtables with local executives and government officials to discuss current topics relevant to the group.

Grant Research and Submission— Grow Ashland assists in finding and writing grants that improve roads, focus on safety and update infrastructure.

Marketing and Advertising— Our team has spent the first half of 2018 working with Advantage Marketing to fine-tune the Grow Ashland message; including a professional video produced by Vinyl Marketing, an updated marketing brochure formatted to a European size, and consistent branding across our stationery, marketing material and apparel. Combined with our unique attraction baskets that hold a variety of locally manufactured products, we have a professional selection of marketing material to use throughout our conversations with CEOs and site selectors considering Ashland.

www.growashland.com

(419) 289-3200



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APRIL-JUNE EVENTS

As promised during March’s annual meeting, AAED’s second quarter was full force as projects came to fruition and we continued to gain ground with infrastructure conversations, roundtables and other initiatives.

Beyond the normal excitement of dirt moving in Ashland, is the fact that our hosted events represented manufacturing, service and retail, entrepreneurship and corporate expansion. June 28th’s groundbreaking for Pioneer National Latex marked our fourth for 2018, surpassing our total of three in 2017.

All of this adds up to confidence in Ashland’s economy and balanced growth.

April 3rd—SJE GROUNDBREAKING

SJE’s (Rhombus) groundbreaking in the Ashland Business Park on April 3rd will be one we talk about for years. Thunderstorms and wind didn’t slow down local employees and community members from supporting the Minnesota-based management team as they stuck shovels in the ground to commemorate the three-year project. The relocation from their current Ohio Street facility will support the growth of the employee-owned company.



April 13th—WHIT’S FROZEN CUSTARD OF ASHLAND GRAND OPENING

Lexington resident and owner of Whit’s Frozen Custard of Ashland, Melissa Young, officially opened her Claremont Avenue location on Friday, April 13. While superstition was questioned when operations hit a snag over the lunch hour, the community’s patience and support proved that a smile and perseverance will prevail. The eatery has maintained a steady pace and exceeded expectations since that afternoon and confirms Melissa’s choice of location.



April 18th—ABER’S TOWING & CRANE GROUNDBREAKING

Third generation owner Aaron Aber dedicated the event to his grandfather as he was joined by his father and sons for the April 18th Aber’s Towing & Crane Groundbreaking. The new Commerce Parkway location off of Route 250 East will allow quicker response to their customers and more open space to maneuver and store the trucks and equipment.



APRIL—JUNE EVENTS

May 11th—CROSSFIT 419

GROUNDBREAKING

Primal Fitness owner, Craig Nolletti, shared the spotlight with his wife and children as he stuck a shovel in the ground to commemorate his third Ashland expansion in as many years. The gym owner's passion for body, mind and spirit wellness has had a wonderful impact on the Ashland community, leading to an increase in membership and need for the 20,000 square-foot building that will include 8,000 sq ft Crossfit and a 12,000 sq ft 24-hour gym.



June 28th—PIONEER NATIONAL LATEX

GROUND BREAKING

Mayor Matt Miller adequately pointed out that it was only fitting we celebrated Pioneer National Latex's expansion on the opening day of Balloonfest. The 12,000 square foot warehouse addition is the latest venture for the 79-year-old balloon manufacturer. Ohio House Representative Darrell Kick joined local elected officials and community members in showing support for the long-standing company.

A fun piece of trivia we've recently discovered... Did you know that Pioneer is the largest manufacturer of latex balloons? The Ashland facility manufactures 2 million balloons every day, seven days a week.



April 10th—Ashland Business Park April 27th—Westlake Drive Industries MANUFACTURER ROUNDTABLES

In addition to the three groundbreakings in April, we hosted two roundtables with business representatives in the Ashland Business Park and Westlake Drive areas. Mayor Matt Miller, City Engineer Shane Kremser, City Councilman Al Farnam and Community Improvement Corporation President Keith Boales and Treasurer Hal Sheaffer joined in the discussion regarding logistics, traffic patterns and road infrastructure. Business leaders also collaborated on creative solutions for workforce challenges.



SMALL BUSINESS DEVELOPMENT CENTER

Our summer press conference was the perfect opportunity to spotlight one of our valuable community partners, Michalina Lacy, Director and Business Advisor of the regional Small Business Development Center (SBDC). We collaborate with Michalina on small business assistance and educational seminars.

Michalina is a free resource to entrepreneurs of all industries, at all stages of business growth, including pre-ventures. She utilizes a one-on-one coaching process to assess the business situation and work with the entrepreneur to think through problems, identify the need, find options and pinpoint solutions. She's also available to develop customized training workshops for businesses, groups and communities.

The SBDC is housed in the Ashland University, Dauch College of Business and serves Ashland, Richland, Crawford, Huron, Marion, Knox, Morrow and Wyandot counties.

SUMMER PRESS CONFERENCE

We wrapped up the second quarter by celebrating the journeys of four local entrepreneurs who we've assisted in various capacities this year and coincidentally are each located in downtown Ashland. The press conference gave the small business owners a platform to share their story and promote their business.

Corinne's Salon

Corinne's Salon owner, Cori Schiemann has relocated to 220 Center Street, the former Annette's Victorian Garden. The move allows extra space for additional stylists and Davines product line expansion. Cori also hopes to expand her male clientele. Corinne's Salon offers hairstyling, medical-grade hair and scalp treatments, manicures, pedicures and waxing.



Fig & Oak



Julie Mitchell has combined her passion for charities and eye for handmade, vintage and repurposed items with the opening of Fig & Oak, a home goods store located at 112 E. Main Street. Many of the brands are linked to a charity, in addition to customers having the option to donate a percent of their sale to select charities.

The Taproom on Main

Jane Kiplinger, co-partner of The Taproom on Main, shared details on Ashland's newest pub, The Taproom on Main. The 47 E. Main Street venue offers multiple Ohio beers on tap, including local brewmaster Don Welch's Veteran Brewhouse label, additional bottled and canned beer, Ohio wines and house-made sangria. Prohibition-era cocktails made with Ohio distillery liquor are also available. The Taproom has a rotating lineup of food trucks onsite. Patrons are also welcome to bring in their own food.



Vinyl Marketing



Vinyl Marketing specializes in results-driven, inbound digital marketing. During our press conference, owner Scott Williams discussed what sets his team's style apart from other marketing firms and the nostalgic meaning behind "Vinyl Marketing". The team has grown from three to five employees this year, with plans to add two more.

RESOURCES—ERIE BASIN

In the words of Greg Small, Erie Basin Program Administrator...

In the last 5 years, the Erie Basin RC&D RLF (Revolving Loan Fund) Committee have worked with Kathy Goon on 28 loans; almost 6 loans per year. We have had the privilege of working with local banks and companies providing GAP financing on at least ten of those loans that otherwise would not have been approved with those lenders. Since 1994, we have processed 41 total loans in Ashland County with the assistance of Henry DeJulia, J. Martin Irvine, Evan Scurti, and Kathy Goon. The first Ashland County loan was processed with Henry DeJulia in 1997 funded by our first RBEG from USDA Rural Development (RD). We had the full support of the Ashland County Commissioners (Council Members) in C. Richard Meyers and Mike Welch. We have had the outreach efforts of all of our service area counties: Ashland, Crawford, Erie, Huron, Ottawa, Richland, Seneca, Sandusky, Wood, and Wyandot. However, the Ashland Professionals made it all happen; with their assistance loans have been closed in every county. Loans are subject to the following: the rural area population of 50,000 or less; small business criteria of RD; \$15,000 per job created; purchase of equipment for the business is the major purpose; and individual liability is required to obtain a fixed rate loan for 5 – 7 years at 5% interest. We are thankful for the persistence of Henry DeJulia to pursue the application to USDA Rural Development for the first funding of the RLF Program. It turned out to be the key to Erie Basin sustainability and our ability to help "Make Things Happen" with new and existing small businesses in the Ashland Area, thus creating or retaining approximately 150 jobs. Thank you to Ashland Area Economic Development for years of partnership.

For more information on our programs, visit us at www.eriebasinrcd.org and like us on Facebook.



AAED SUMMER INTERN

Anna Rowland joined the economic development team in June as our summer intern.

The Hillsdale High School senior will also be enrolled in the Ashland University's College Credit Plus Program when she returns to school late August.

Upon graduation, Anna plans on attending college to study Business and Law.



Anna is active in cheerleading and softball and was part of the Hillsdale softball team that recently won the 2018 Division IV State Championship.

AAED
2018
BOARD of
DIRECTORS

PRESIDENT
Ashland County
Commissioner
Mike Welch

VICE PRESIDENT
City of Ashland Mayor
Matt Miller

TREASURER
Ball Bounce & Sport CFO
Mike Kelly

SECRETARY
CIC President
Keith Boales

AT-LARGE
MAGF President
Brian Hinkle

AAED FUND TREASURER
Hal Sheaffer

STAFF

EXECUTIVE DIRECTOR
Kathy Goon
PROJECT COORDINATOR
Erin Collins
SUMMER INTERN
Anna Rowland

FEATURED PROPERTIES

1681 Orange Road, Ashland, OH 44805 (Previous Dalton Foundry Site)

27.7 acres of vacant land formerly known as the Dalton Foundry site, is zoned industrial. All buildings on this property have been demolished and the property is now a brownfield with Phase I environmental available. Phase II is required. There is 10-inch sanitary sewer and 12-inch water main access to the site. Active rail spur is available.

Purchase price of \$420,000.



532 Co Rd 1600, Ashland, OH 44805 (Previous Maverick Warehouse)

Conveniently located on County Road 1600, just minutes from Interstate I-71. The building is 11,250 sq. ft, steel sided, well insulated and contains four floor level 12' x 16' overhead doors as well as four man doors. The building features an office area, a secured storage room, and a men's & a women's bathroom. The building is equipped with 240 volt, 600 amp electrical supply and gas heat.

Lease @ \$3.60 sq. ft. annually.



708 E. Main Street, Ashland, OH 44805 (Current Ashland Laundry Basket)

2,640 sq ft commercial building on .26 acres is currently operating as a successful laundry/dry cleaning business. Great location on Main Street, just two miles from I-71, with ample off-street, blacktop parking. Front roof is less than two years old. Rear dock access is 18'x6'x13' with double-dock doors. One 7'x3' private-entry door. Large display windows. Includes public restroom. High traffic visibility. Zoned 1, 2 and 3.

Business and real estate purchase price of \$300,000.



2018 MEMBERS, as of August 15th

LEGACY (\$5,000+)

| | |
|-----------------------------------------------|----------------------------------|
| Ashland County | First Energy |
| Boales Insurance | Mohican Area Growth Foundation |
| City of Ashland | SJE |
| Critchfield, Critchfield & Johnston Attorneys | University Hospitals / Samaritan |

STRATEGIC (\$1,500-\$4,999)

| | |
|---------------------|--------------------------|
| Advantage Marketing | Ball, Bounce & Sport |
| Ashland University | First-Knox National Bank |
| Aspen Management | Simonson Construction |

DEVELOPMENT (\$1,000-\$1,499)

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|---------------------------------------|------------------------------|
| American Augers | Lorain-Medina Rural Electric |
| BCU Electric | Minnich Manufacturing |
| Buffalo Wild Wings (Spink Properties) | Ohio Carbon Industries |
| Cabot Oil | Sutton Bank |
| Jones Rental Inc. | |

GROWTH (\$500-\$999)

| | |
|---------------------------|----------------------------------|
| Ashland Conveyor Products | Jackson Township |
| BB&C Car Care | Kehl Kolor |
| The Buren Group | Mitchell's Orchard & Farm Market |
| Charles River | Moritz Materials |
| Hampton Inn & Suites | Transformation Network |

GOODWILL (\$100-\$499)

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|---------------------------|----------------------------|
| Al Farnam Maintenance | Irwin Financial Associates |
| Ashland Board of Realtors | Johnson Auto Body & Repair |
| The Balloon Attic | Lippert Enterprise |
| Baker Bowman & Company | Lutheran Village |
| Certified Labs & Service | Pro Wrench |
| Classy Chassis | Rossi Machinery |
| Crazy Monkey Baking | Whitaker-Myers Insurance |
| Eric's Home Solutions | Whitaker-Myers Benefits |
| Erie Basin RC&D | |



MOHICAN AREA GROWTH FOUNDATION BUSINESS SPOTLIGHT

THE STABLES, LANDOLL'S MOHICAN CASTLE

Submitted by Georgia Kauffman, Director of Sales & Marketing, Landoll's Mohican Castle

Landoll's kingdom is growing. Landoll's Mohican Castle has added 14 suites with its recent 14,000 square foot expansion, known as The Stables. Continuing the European inspired architecture, The Stables are inspired by barns found around the United Kingdom and western Europe countryside. What began as a personal dream to own a castle has grown beyond expectations.



Marta Landoll, now the Chief Financial Officer & co-owner, is thrilled to see the growth, "A few years ago, you might remember the castle being on a show – Hotel Hell. Well, we are beyond that. It was a good experience and Gordon Ramsay taught us a lot. We will always be grateful for that experience. We continue to build internally and physically. These suites were being requested long before construction began."



The suites in Stables are named after ancestors of the Landoll and Myers (Marta's maiden name) families. With names like Courtenay and Rittenhouse guests will enjoy breathtaking views. "Our guests will not lose anything by staying in The Stables," explains General Manager Jimmy Landoll, "All of our King Suites overlook a glacial gorge. The color in the fall will be amazing. The Queen Suites look out into the forest and all of the rooms have access to outdoor seating on the back patio." Jimmy Landoll added that the growth still isn't over, as new jobs have been created and a brand new outdoor pavilion was also added this year. Looking forward in the next few years, the hope is to add a new restaurant that would include a larger event space.

"Our guests will not lose anything by staying in The Stables. All of our King Suites overlook a glacial gorge. The color in the fall will be amazing. The Queen Suites look out into the forest and all of the rooms have access to outdoor seating on the back patio."
~General Manager Jimmy Landoll

Executive Director of the Mohican Area Growth Foundation and Ashland Area Economic Development, Kathy Goon, believes the castle is seeing just the beginning of a long-term growth strategy, "The travel industry in Ashland County has grown 17% in the last 2 years. In a location that thrives on travel, the castle's 14 additional suites will be kept full of guests who will help keep the are growing for a long time to come."

Landoll's Mohican Castle will be hosting a Wedding & Castle Open House on July 28th. Free and open to the public, tours of the new suites will be available. Time for the tours are 11:30AM until 2PM. The castle is also available for group, corporate, and private events.

For more information call 800-291-5001 or on-line at LandollsMohicanCastle.com

