



MEMORANDUM

Monday, June 11, 2012

To: City Council

From: Cathy Bieterman, Economic Development

cc: Rita C. McMahon, City Manager

RE: April/May Economic Development Update

Announcements / Highlights:

- Secured \$1.2 Million Grant for Coe Manufacturing Site.
- Started accepting EBT Machine for Snap Food Assistance Program at Farmers Market.
- Secured \$4,000 grant through the Lake County Visitors Bureau to help pay for marketing and advertisement for the City's Art in the Park.

Economic Development Projects

- **Coe Manufacturing:** The City was successful in securing through the State of Ohio Department of Development and JobsOhio a total of \$1.7 Million in funding for the Cleanup of the former Coe Manufacturing Site. The City working in conjunction with the Lake County Port Authority and State of Ohio will now be in a position to generate new income tax dollars off these properties. We are currently meeting with potential prospects to determine future job growth potential for the sites.
- **Painesville Regional Marketing Plan:** Through the Public Relations Committee of the City of Painesville, Painesville City Schools and Lake Erie College we have drafted a Marketing Plan for focusing on attracting new residents, businesses and visitors to the City of Painesville. This plan is expected to be complete by next month.

Downtown

- **Meeting with Downtown Realtors:** I have met with the realtors for the former Copy Quest Building, Dollar Bank Building, Chase Building and Gage House to once again discuss marketing these sites during this prime summer marketing season and ways we can work together to try and overcome some of the challenges these buildings have that make them undesirable in the marketplace.

Business Attraction, Retention & Expansion

Business Visits/Meetings: Virtec Enterprises, Painesville Stove & Pellet, Terkk's Computer, Jimmys Restaurant, Mom's Family Restaurant, El Chile, Coleman's Barber Shop, ABC Daycare Center, Gartman's Bakery, CVS Pharmacy, Harbor Roofing, Victoria Place, Painesville Credit Union, Bella Donna Salon & Spa, Your Vine or Mine, Federico Tire, Morse Furniture, La Mexicana, Sidewalk Café, Chester's Restaurant, Lakeview Industries.

- **Business Manufacturing Visits/Meetings:** USNR Manufacturing, Core Systems, PCC Airfoils, Cintas Corporation, Imax Industries, Great lakes Glasswerks, Janco Industries, Guyer Precision, Avery Dennison, Tartan Marine, Lake Erie College, STP Products, SAS Rubber, Armoured Auto Group (STP), High Tech Performance Trailers, Eckart America, Meritec/Associated Enterprises.

Marketing

- 1) **Painesville Magazine:** The Painesville Magazine for 2012-2013 is nearly complete; we are waiting on a final draft and hope to have the magazine published in July.
- 2) **Current Advertising:** Tri-County Business Journal, Gazette News, News Herald (TGIF), Pride, Painesville Magazine, WKKY, Cleveland Magazine, Inside Business Magazine.
- 3) **WELW Radio Program:** The Office of Economic Development continues hosting a Small Business Resource Radio Program on the 4th Thursday of each month with Dale Stephancic.

Other Initiatives

- **International Cuisine Celebration:** The office held its annual International Cuisine Celebration this spring in conjunction with the Downtown Painesville Organization. The event went off well but attendance was low. More advertising resources will need to be allocated to boost attendance at next year's event.
- **Art in the Park:** This year is the 11th year anniversary for Art in the Park and the committee is preparing for a large event. We are working closely with various art organizations including Willoughby Fine Arts Association, Lake Erie College Art Department, the Ohio Arts Council and others that can help us promote event to new artists from the region. We have secured a \$4,000 grant to help market the event regionally.
 - The art in the park committee has been extremely helpful and is working diligently to help pull together the event. We have confirmed all major sponsors and have begun scheduling entertainment.
 - Lakeland Art Institute: I met with Mary Urbas at Lakeland and we discussed ways to introduce some free community art workshops into our event.
- **Farmers Market:** The market is off to a good start with the largest number of food vendors to date. The market is now also accepting SNAP cards which are the old food stamps for low-to-moderate income families. The ODJFS has provided one of their full-time employees to monitor and process the credit card machine at their office in the ODJFS. Andy Unetic has provided staff to batch out the machine. We are the first Farmers Market in NE Ohio to accept these cards.

- **Employee Market Day!** We held a day at the market for employees in the surrounding area and gave away market bags, hot dogs, chips and coupons to employees working in the City of Painesville. We had over 350 employees come out to get a market bag and goodies. It was a great success.
- **Farmers Market Trustee's:** This year we have been started a group of market trustee's who are all working to improve the market and help things run more effectively
- **Photography Contest:** The City's Photography Contest is currently underway and we have entries coming in quickly.
- **Pretty in Painesville:** The PCIC would like to go back to one time a year because of the lack of nominations in this past year. We will look at holding the Pretty in Painesville Awards in August.
- **Taste of Painesville:** The entertainment is being scheduled at this time and Save the Date reminders were sent out to all restaurants.

Grant Project, if any –

- Ohio Department of Transportation– We have a grant for \$250,000 pending for the Shamrock Business Center Connection and Bridge.
- JobsOhio – We have a formal request in for a 629 Roadway grant for the Shamrock Business Center Connection and Bridge.

Meetings Attended, if any –

Heritage Ohio Annual Conference – I attended the Annual Heritage Ohio Conference on behalf of the Downtown Painesville Organization Board. Conference topics attended: Retail is Detail, Affordable ideas to improve main street businesses. Inventory management, real estate improvements, store façade designs, lighting, graphics and signage, e-commerce connections, key financial ratios, and creating a program that is design to elevate your top 5 long-term business possibilities. Using BR&E to help Downtown Businesses Succeed OSU extensions BR&E online toolbox, applications and specific examples of business improvement and development. Finding the Money funding opportunities available for streetscape, building preservation and community development. Resources through Certified Local Government Program, USDA, ECO-LINK, ODOT, ODOD, and Local Foundations.

International Council of Shopping Centers(ICSC) ReCon Conference – I attended the RECon Conference on behalf of the Concord JEDD, Conference topics attended: Special Industry Groups (SIG's) – An opportunity to connect with global networks of people connected to the retail industry needs, identify trends, expand on knowledge and skills of the retail industry, expand expertise in talking with retailers. Optimizing Performance in a Lackluster Economy: Re-conceptualizing centers and downtowns promoting them as broad based hubs of human activity involving shopping and dining. Using social media to draw critical mass and involve retail managers, using vacant spaces for non-traditional uses, unique characteristics of managing mixed use properties. America's Cities, Rebuilding, Revitalizing and Redeveloping – Discussion on dealing with the aftershocks of the current recession and aligning with a new focus on retail centers. Successful strategies of public-private partnerships. Tomorrow's Shopping Centers Today – Creating a one-of-a kind shopping center experience and keeping it competitive. Best Examples. Best Practices in Development, Design and Construction – design principles and practices being used in the industry, devising a development plan and tenant coordination and retail store planning. Several face to face meetings and contacts were also made with regional retailers and retail developers.

Goals that were achieved or furthered as a result of activity, if any -

- **Improving Painesville's Image and Environment:** Working with downtown business owners on property beautification projects.
- **Stewardship and Fiscal Responsibility:** Working to obtain additional grant funding for infrastructure projects.
- **Communication:** Visiting with local business owners to assist with business openings, expansions and relocations.
- **Community Engagement:** Conducted business visits within the City and talked with them about ways they can become more active within the community.