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**MEMORANDUM**

**Friday, July 01, 2011**

**To: City Council**

**From: Cathy Bieterman, Economic Development**

**cc: Rita C. McMahon, City Manager**

**RE: May/June Economic Development Update**

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**Announcements / Highlights:**

- **TEAM NEO AWARD:** The Economic Development Committee of Council was the proud recipient of the Team Neo Regionalism and Collaboration Award by Team Neo, Inside Business and Cleveland Plus.

They were presented the award on June 30<sup>th</sup> by Tom Waltermire, CEO of Team Neo and Christopher Conner, CEO of Sherwin Williams Company who is president of Team Neo.

The City was recognized for its collaboration with Concord Township and for its innovation in creating a Joint Economic Development District focused on utility infrastructure for the purposes of Economic Development here in Northeast Ohio.

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**Economic Development Projects**

- **Aero-Controlex:** The City working on combination with the State of Ohio Secured a \$90,000 workforce training grant and \$307,400 Job Creation Tax Credit for the Companies planned expansion here in the City of Painesville. This expansion is expected to go forward now resulting in 41 new jobs to the Painesville facility by 2012.
- **COE Brownfield Project:** We received confirmation from USNR that they would partner with us to submit the Phase II COAF Application to the ODOD for \$300,000 to complete the Phase II project. This report would put the City in a position then potentially make application for a \$3 million property clean up grant.

## **Downtown**

- **CDGB Storefront Improvement Grant:** Recipients of the Storefront Improvement Program Grants have begun initiating their projects the following have been awarded.
  - **Gartman's Bakery** – Project is Complete awnings have been installed.
  - **Bistro 70** – Project is Complete, lighting and awnings have been installed.
  - **170 Main Street** – Project Complete, the awning has been constructed and we are waiting for the property owner to install it after he repaints the front building.
  - **3 State Street** – Project Complete, the awning has been constructed we are awaiting the installation.

## **Business Attraction, Retention & Expansion**

**Business Visits/Meetings:** Jalapeno Loco, Jimmy's Restaurant, Grande Designs Floral, Chester's Restaurant, Rider's Inn 1812, Consolidated Investment Corporation, Burgess & Niple, Subway, Lake County Port Authority, Lake County Chamber of Commerce, Bev's Hair Care, Conway Land & Title, Your Vine or Mine, Bella Donna Salon & Spa, Painesville Furniture & Morse Van Lines, Yvonne's Restaurant, Key Bank, Northwest Savings Bank, PNC Bank, Bada Bing Pizza, La Mexicana, Terkk's Computer, Chase Bank, Sidewalk Café, Joughin Hardware, 170 Main Street – New Ownership, Allstate Insurance Company, Gartman Bakery, Bistro 70, Phenominal Results Barbershop, CVS, Wallgreens, Diverse Kuts, China House, Lake County Metropolitan Housing Authority, Morley Library, Chester's, Cards & More, Verizon.

- **Business Manufacturing Visits/Meetings:** Aero-Controlex, IMAX Industries, Coe Manufacturing, High Tech Performance Trailers, Taran Marine, Com Truck, Cintas Corporation, Bio-Theratec, SAS Rubber.

## **Marketing**

- 1) **Current Advertising:** Tri-County Business Journal, Gazette News, News Herald (TGIF), City to Country Guide, Pride, Painesville Magazine, Cleveland Business Magazine, WKKY.
- 2) **WELW Radio Program:** The Office of Economic Development is now hosting a Small Business Resource Radio Program on the 2<sup>nd</sup> a 4<sup>th</sup> Thursday of each month with Dale Stephancic. These past months showcased the City's Economic Development Incentives and Site Selection Directory as well as all of the projects the City is working on to grow business in our community.

## **Other Initiatives**

- **Downtown Painesville Organization Meetings:** The Downtown Painesville Organization held its annual Strategic Planning Session. The focus of this years planning for 2012-2013 will be to meet the requirements of Heritage Ohio's National Main Street Accreditation Program, set a solid Finance Committee Structure and they have set new goals and objectives for each of their committees. The final Goals will be adopted by the board at the next regular board meeting.
- **Downtown Merchant Meetings:** This past month the focus of the meeting was collaboration on services such as recycling and trash pickup, downtown events and advertising with radio.

- **International Cuisine Celebration:** The event was a great success this year, we had a great crowd of over 1,500 in attendance and it truly was an afternoon filled with international festivities. There were five participating churches, and over 10 food vendors. We expect this event to become a new summer Taste of Painesville.
- **May Business Breakfast:** We had a great turnout for our May business breakfast which included more than 50 local business owners. We also received very good comments on the speakers which showcased how to track leads and how to make sure your employees are leading your company in the right direction.
- **Art in the Park:** We have over 35 artists already registered and I am expecting a much larger event than we have ever had in the past. The committee is working hard to bring new ideas and new artists into the show that will have designs the community has never seen before. We have also doubled our kids activities and have incorporated some children's art educational programs into the event. We are partnering this year with the Cleveland Museum of Art, the Euclid Arts Association and Willoughby Fine Arts to bring some fantastic displays and music to the show. The committee is pushing advertising in new directions and we are setting of goal of 5,000 attendees at this year's event, this is nearly triple the attendance we have had in the past. Art in the Park has its own website at [www.painesvilleartinthepark.com](http://www.painesvilleartinthepark.com) and is also on facebook.
- **Taste of Painesville:** We held our first Taste of Painesville committee meeting and we are off to a good start for planning this year's event on September 1<sup>st</sup>.
- **Farmers Market:** The market has been in full swing and has had a successful start. We are working to attract downtown workers to shop the market as well as introducing new chef demonstrations, health care and lifestyle improvement programs and resources that will help residents understand the nutritional benefits of buying local and fresh produce. The market has its own website at [www.paiensvillefarmersmarket.webs.com](http://www.paiensvillefarmersmarket.webs.com) and is on facebook and twitter.
- **Photography Contest:** We had some fantastic entries for this year's photo contest although our numbers were a bit low we still had 90 entries. This year's winners included: Architecture - 1<sup>st</sup> Place, Jerry Commisso, 2<sup>nd</sup> Place, Robert W. LaForce, 3<sup>rd</sup> Place, Pat Greene and 3 Honorable Mentions. Nature: 1<sup>st</sup> Place, Robert W. LaForce, 2<sup>nd</sup> Place, Janet Shaffer; 3<sup>rd</sup> Place, Sally Malone and 3 honorable mentions. People: 1<sup>st</sup> Place, Colleen Rig, 2<sup>nd</sup> Place, Robert W. LaForce, 3<sup>rd</sup> Place, Maureen McManus and 1 honorable mention. Black & White: 1<sup>st</sup> Place, Colleen Rigo, 2<sup>nd</sup> Place, G. Ray Malone 3<sup>rd</sup> Place, Anthony Torre and 1 honorable mention. Teen Division 1<sup>st</sup> Place, Russell Butcher—Nature, 2<sup>nd</sup> Place, Robert Garner—Architecture, 3<sup>rd</sup> Place, Robert Garner—Nature and 2 honorable mentions. Youth Division: 1<sup>st</sup> Place, Jordon T. Lynch—Nature, 2<sup>nd</sup> Place, Jack Rigo—Nature, 3<sup>rd</sup> Place, Jack Rigo—Other Category and 1 honorable mention. Other Category Adult: 1<sup>st</sup> Place, William Bakker, 2<sup>nd</sup> Place, Jason Miklacic, 3<sup>rd</sup> Place, Sally Malone and 1 honorable mention.  
**Best of Show:** Jerry Commisso—Architecture
- **Community Garage Sale:** The community Garage Sale went well we had more than participants.

#### **Grant Project, if any –**

- LCVB Arts & Culture Grant – Working on Art in the Park Grant to improve the event and take it to a new level of quality and character for the community. Grant amount \$4,000.
- Exploring submission of a COAF Grant for \$300,000 for Phase II work on Coe Manufacturing. This past month we submitted the PRAM form and are awaiting PRAM visit to confirm the site is eligible for grant funding.

- Exploring the submission of a COAF/CORF Grant Application for Hotel Property with ODOD for 2011. Working with the Port Authority on a released RFQ/RFP and meeting with qualified development teams that may have an interest in redevelopment of this site.

#### **Trainings/Meetings:**

- **ODOD Rep Meeting:** Met with the new ODOD Representative, Nicole Kostura to express our need to have quickly expedited commitments on relocation and business attraction projects.
- **RP3 Webinar:** Participated in the RP3 Webinar to showcase the improvements we have made since our application two years ago.
- **Ohio Ethics Law:** Attended the Lakeland Ohio Ethics Law Course
- **Lakeland Business Symposium:** Participated as a vendor in the Lakeland Small Business Symposium which is held annually offering multiple training classes for small business owners.

#### **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 collaboration. Working with a Public Relations Committee made up of the schools, city and college to promote "Proud to be Painesville"
- **Stewardship and Fiscal Responsibility:** Working to obtain additional grant funding for infrastructure projects and events.
- **Communication:** Holding downtown merchants meetings to talk with Downtown Business owners about current happenings and projects in downtown Painesville.
- **Community Engagement:** Conducted business visits within the City and talked with them about ways they can become more active within the community. Met with local churches to talk about International Cuisine Celebration.