



MEMORANDUM

Wednesday, March 02, 2011

To: City Council

From: Cathy Biertman, Economic Development

cc: Rita C. McMahon, City Manager

RE: January/February Economic Development Update

Announcements / Highlights:

- **International Cuisine Festival:** The office is working with area churches to promote this annual church food festival geared around various ethnic foods that are well known throughout our heritage. This years event is going to be in May and our goal is to get area churches and their parishioners involved and attending this event. The event will be held on Main Street from 3 pm to 9 pm on Saturday, May 21st.

Economic Development Projects

- **Ashlawn Energy Receives National Recognition:** This week Ashlawn Energy was announced as one of the winners of this year's NorTech Innovation Awards. At Cleveland State University this past week, Norma Byron was also recognized by President Barak Obama in his remarks on Small Businesses making impacts in Northeast Ohio. He remarked that "with help of an award from the Department of Energy's Smart Grid Program, Ashlawn is poised to manufacture a next-generation energy storage system in Painesville that will improve efficiency." President Obama went on to say that "it will help families and businesses cut down on energy waste, save money and reduce dangerous carbon pollution."
- **AeroControlex:** —The economic development office is currently working with AeroControlex. The company announced its interest in purchasing a California based company this spring that will lead to the production of new aerospace components here in Painesville. They are expecting that this expansion will create approximately 40 new jobs in Painesville with an average hourly wage of \$20.00 per hour. AeroControlex is a subsidiary of TransDigm. TransDigm Group, through its wholly-owned subsidiaries, is a leading global designer, producer and supplier of highly engineered aircraft components for use on nearly all commercial and military aircraft in service today.

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** - \$7,500, Hogan awning has been contacted again and we are still waiting on the new awnings to be delivered from Hogan Awning. Weather dependent Hogan awning expects to have the awnings installed soon. New Windows are also expected to be installed this spring.
 - **Bistro 70** - \$3,325.25 – The new awnings have been installed and we are only waiting on the electrical work to be complete for the installation of gooseneck lighting. This is expected to be complete, weather depending, by next month.
 - **170 Main Street** - \$3,000.00 – The awning for the building has been ordered and Mitchells Awning will be holding the completed awning in the warehouse until the coffee shop opens in the spring.

Business Attraction, Retention & Expansion

Business Visits/Meetings: Bev's Hair Care, Conway Land & Title, Your Vine or Mine, Bella Donna Salon & Spa, Ornela's Boutique, Painesville Furniture & Morse Van Lines, Tropical Village, Yvonne's Restaurant, Barbian Photography, Infinity Resources, Art Infusions Art Gallery, PNC Bank, Federico Tire, Bada Bing Pizza, Painesville Furniture/Morse Van Lines, Mexican Food Specialists, La Mexicana, Terkk's Computer, WKKY Radio 104.7, Key Bank, First Merit Bank.

- **Business Manufacturing Visits/Meetings:** Aero-Controlex, IMAX Industries, Core Systems

Marketing

- 1) **Current Advertising:** Tri-County Business Journal, Gazette News, News Herald (TGIF), City to Country Guide, Pride, Painesville Magazine, WKKY, W-FUN AM Radio, WFXJ-FM Radio, WZOO FM Oldies Radio, WREO-FM Radio, WKKY FM-Radio .
- 2) **WELW Radio Program:** The Office of Economic Development is now hosting a Small Business Resource Radio Program on the 2nd a 4th Thursday of each month with Dale Stephanic. This show is geared to educate small business owners about the tools that they need to expand their current operations and the assistance that the City of Painesville will offer them if they consider the City of Painesville as the place for their business expansion.

Other Initiatives

- **Downtown Merchant Meetings:** The Economic Development office is gearing up for the summer sales season and has begun meeting again with local merchants to talk about key opportunities for generating new customers and sales in downtown Painesville. This year the City is working on the following areas: 1) Joint Marketing 2) Cross Marketing Existing Customers, 3) Customers Service in Downtown Businesses, 4) Promoting the Arts in the Downtown area this summer, 5) Ways downtown business can save money by working together.

- **International Cuisine Celebration:** The office is working with area churches to promote this annual church food festival geared around various ethnic foods that are well known throughout our heritage. Local churches are being encouraged to participate in this event by bringing some of the dishes they are best known for. This event will take place on May 21st, 2011.
- **Art in the Park:** This year is the 10th 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.
- **Farmers Market:** We are preparing for the summer Farmers Market and we are working closely with the Health Department and the Lake County Farmers Market Managers to promote the health benefits of shopping your local farmers market.
- **Photography Contest:** The City's Photography Contest is currently underway and we will be accepting entries through July. We are exploring new ways of displaying these photographs at this years Art in the Park event.

Grant Project, if any –

- IBM Grant – Waiting for response on grant submission
- LCVB Arts & Culture Grant – Waiting for response on grant submission
- Ohio Department of Agriculture Farmers Market Grant – We applied for a grant in the amount of \$2,500 for the Farmers Market Marketing. We received notice this week that due to changes in the Ohio Legislature and efforts to reduce the state budget these grants will not be issued this year.
- Exploring submission of a COAF Grant for \$300,000 for Phase II work on Coe Manufacturing.
- Exploring the submission of a COAF Grant Application for Hotel Property with ODOD for 2011.

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 façade beautification projects.
- **Stewardship and Fiscal Responsibility:** Working to obtain additional grant funding for infrastructure projects.
- **Communication:** Holding downtown merchants meetings to talk with Downtown Business owners about the 2011 shopping season and working with their customers to provide them a good experience 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.