



ANNUAL REPORT

2013-2014



SIMPLIFYING
SUCCESS



FROM THE DIRECTOR

GROW Licking County continues to make strides as Licking County's "front door" for economic development opportunity. Our tagline "Simplifying Success" is more than just a phrase, it is how we conduct business, bringing together the vast array of exceptional resources our community offers to assist existing and prospective businesses.

This partnership has enabled success on many fronts. Our community has seen new investment across a range of sectors: manufacturing, research and development, logistics, technical professional services. Many of these projects involve STEM-related processes and opportunities. Our partners from the public and private sector, education, and workforce development continue to expand our collective creativity and innovation to create new opportunities.

Among the many notable projects we have been fortunate to play a role in, German-based **xperion Energy & Environment**, as well as **Goodyear Tire and Rubber** committed to new operations in our community this year. These projects were secured as a result of innovative, collaborative solutions presented from our partnership. This approach—maximizing our community's vast assets and resources in the most collaborative fashion, and ensuring that existing and prospective businesses have easy access to these assets—extends beyond our organization. It is, increasingly, part of our community economic development culture. It is simplifying, and enabling, success across our county. We continue differentiating ourselves within our region, and our state. Our successes, resources, and other data are presented online at www.growlickingcounty.org.

Dan Evers, Economic Development Director, 740.345.9757 ext. 3

BOARD OF DIRECTORS

At the heart of GROW's efforts is a board of directors comprised of 15 community volunteers, committed to fostering growth and success in Licking County. These individuals establish the direction, design the efforts, and establish the goals of our organization's economic development activities. Appointed by The Licking County Chamber of Commerce, Licking County Board of Commissioners, and the Heath-Newark-Licking County Port Authority, these individuals reflect the depth, breadth, and commitment of leadership and talent throughout Licking County.

Timothy E. Bubb

President, Licking County Board of Commissioners

Jennifer Chrysler

Director of Community Development, City of New Albany

Mayor Michael Compton

City of Pataskala

John D. Fisher

Director of Licking County Department of Jobs and Family Services

Patrick Guanciale

Coldwell Banker King Thompson Real Estate

Cheri Hottinger

President & CEO, Licking County Chamber of Commerce

Mayor Mark Johns

City of Heath

Jim Lenner

Village Administrator, Village of Johnstown

Mayor Clifford Mason

Village of Hebron

Dan McVey

Vice President, The Energy Cooperative

Roney Murphy

President, Mid-Ohio Development Corporation

Jerry Newton, AICP

Director, Licking County Department of Planning and Development

Robert O'Neill

President, Southgate Corporation

Rick Platt

President & CEO, Heath-Newark-Licking County Port Authority

Erin Tschanen

Vice President, Park National Bank

OUR INVESTORS

As an authentic public-private partnership, GROW Licking County's success is enabled by the support of a diverse network of investors from 29 different organizations representing nine unique economic sectors. From day one, community investment and support has been the foundation of our progress and proof of the collaborative and cooperative culture of Licking County economic development.

We are genuinely indebted to these organizations. These partners have invested not only financially, but with time and talent, to make GROW Licking County—and our community—welcoming, progressive, effective, and stronger.

ADR & Associates

AEP Ohio

Anderson Layman Company

City of Heath

City of Newark

City of Pataskala

C-TEC Licking County

The Energy Cooperative

First Federal Savings & Loan

Heath-Newark-Licking County Port Authority

Jerry McClain Company

Jobs Henderson and Associates, Inc.

Licking County Chamber of Commerce

Licking County Board of Commissioner

Licking Memorial Health Systems

Mid-Ohio Development Corporation

Ohio State University—
Newark/Central Ohio Technical College

Park National Bank

ProLogis

Robertson Construction

Rotary Club of Newark

Shai Commercial Real Estate Ltd.

Southgate Corporation

Union Township

Village of Granville

Village of Hebron

Village of Johnstown

Workenomics

2014 KEY PROJECTS

In 2014 more new and existing businesses discovered that its easy to do business in Licking County because of our strong infrastructure, diverse workforce, highly accessible transportation, exciting financial incentives, and the pro-business attitude shared by government officials and residents alike. We're proud to share a few key projects that have come to fruition in Licking County.

NEW PROJECTS

xperion
ENERGY & ENVIRONMENT

XPERION, a Germany-based automotive components manufacturer, began construction on its newly-designed \$6.3 million, 50,000-square-foot, manufacturing facility at the Central Ohio Aerospace and Technology Center in Heath, Ohio. The company's investment will include the creation of at least of 59 jobs over the next three years in Licking County. A subsidiary of Avanco's Energy & Environment division, xperion's Licking County facility will focus on the production of composite automotive tanks for the compressed natural gas sector.

"The Columbus Region is an ideal location for our new U.S. facility because of its strong reputation in the manufacturing sector, and also its proximity to key automotive customers," said Roland Schillo, Avanco, the parent company of xperion. "We look forward to growing our operations and workforce in Licking County."

Xperion's decision to open a its first North American production facility in Heath speaks to our ability to attract global companies and provide the right mix of customer and workforce access. These committed jobs are a welcome addition to Licking County, and we hope to grow that number even more by facilitating xperion's success.



GOODYEAR

THE GOODYEAR TIRE AND RUBBER COMPANY will begin operations at a newly-completed facility along Integrity Drive, within the Village of Hebron. This site selection decision represents the conclusion of a comprehensive location search by Goodyear. The location will serve as a development center for the company, focused on technology and process enhancements. As such, work done at this Licking County facility may impact worldwide manufacturing processes. It will be one of a limited number of independently-located development centers within the Goodyear operating structure.

The project is, initially, projected to create approximately 30 new job opportunities. A significant percentage of these new job opportunities will require Associates and/or Bachelor degrees in Engineering Technology or related disciplines. The availability of not only a highly-skilled workforce, but the ability of our local workforce development partners at C-TEC and Ohio State University Newark/Central Ohio Technical College to design and deliver technical training programs—coupled with the existence of current engineering technology programs—was identified by the company as one of the significant benefits our community presents.



EXPANSION PROJECTS

Together, these projects are projected to result in at least 150 new employment opportunities within our community. They also represent the retention of existing jobs, which is of great significance. Each of these companies have locations outside Licking County. Each company made an elective decision to bring additional business, and manufacturing opportunity, to our community. That is tangible evidence of the strength of our local economy, the strength of our community as a business location, and a series of opportunities for which we are both proud and grateful.

ANOMATIC, INC., one of Licking County's largest employers, recently announced an expansion of its New Albany workforce. The company, with locations in New Albany and Newark, is expanding to incorporate growth in its product offerings and increased volume.

TENCATE ADVANCED ARMOR, an international firm with two Licking County locations—recently announced that it had secured a new production contract. This work will be performed in the company's Licking County locations, and will secure existing jobs as well as create new employment opportunities.

OHIO METAL TECHNOLOGIES, another international manufacturing firm, also announced plans to expand its existing Licking County facility. The company, which manufactures components for the automotive industry, will add new processes and increase employment opportunities in its local plant.

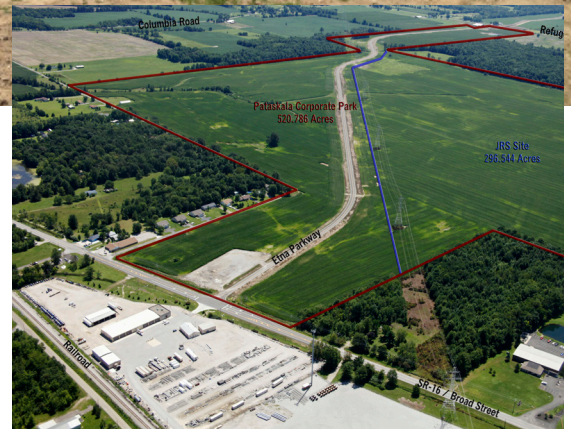
OUR FOCUS

FACILITATING GROWTH

GROW Licking County is committed to undertaking and enabling a range of tasks and activities designed to facilitate growth in the most convenient, expeditious manner for our clients. Economic growth is facilitated through a series of purposeful partnerships, designed to leverage and coordinate the many significant resources available to companies considering expansion, retention, or new investment in our community. These assets include:

- **EXCEPTIONAL ACCESS**—to major markets, and for employee commuting. Our network of interstates, state routes, and local roads make transporting people and product simple and cost-effective. Access to rail service, at locations throughout the county, further enhances this;
- **COST-EFFECTIVE** sites, facilities, and development options offered by innovative, collaborative development firms;
- **AN EXTRAORDINARY WORKFORCE.** A company's most valuable assets are its people. Existing businesses, and companies that have made the decision to locate in Licking County, consistently comment on the quality and work ethic of our employees, and the innovative, collaborative training and recruitment resources we have available for employers;
- **A GENUINE COLLABORATION** among our education and training resource providers, workforce development professionals, private sector partners, and local government officials.

We are pleased to help coordinate the collaboration and presentation of the physical and functional assets that differentiate our community and make us a true location of choice.



ATTRACTING AND INFORMING

The Licking County community has an impressive story to tell to about its business community. We're pleased to be a part of telling this story and, along with an exceptional group of community partners, helping to make the story stronger and facilitating economic growth. That effort is undertaken in a variety of ways, including:

- Presenting relevant community data, available sites and facilities, and sharing a variety of success stories in a consistent manner through our integrated website, **WWW.GROWLICKINGCOUNTY.ORG**;
- Reaching out to the site selection and real estate community directly, with a clear and consistent message, through print and electronic advertisements in a variety of targeted trade publications (*see back panel for more information regarding 2014 advertisements*);
- Leveraging social media and electronic media resources to advance news and information about our community, project successes, and initiatives undertaken by our organization and our community partners

STRENGTHENING OUR NETWORK

Our ability to succeed in "simplifying success" lies in our ability to present information and opportunities in a coordinated, integrated, user-friendly fashion. This includes our ability to:

- Provide access to thorough, creative resources for existing and prospective businesses;
- Broaden our access to market opportunities, and our exposure to those seeking opportunities;
- Leveraging award-winning, leading edge education, training, and workforce development resources.

The successes of which we have been a part are due, in large part, to the network of partners who help make these opportunities and resources a reality. We're thankful to work with network partners, such as: JobsOhio, Columbus 2020, OhioMeansJobs|Licking County, Ohio State University-Newark, Central Ohio Technical College, C-TEC Licking County, and Heath-Newark-Licking County Port Authority, who, along with our active, aggressive investor partners, provide us with the ability to deliver resources, responses, and innovative service to our clients.

OUR RESULTS

There are many means by which economic development success is measured. The most personally impactful, of course, is employment. We are pleased to report that employment, and labor participation, is strong in Licking County. It is, in fact, at historically strong levels:

For the most recent three months reported, Licking County's total employment has reached historic levels. The county's employment level is at its highest level since January 1970.

Over 81,000 county residents are gainfully employed and approximately 86,000 county residents are participating in the Civilian Labor Force—levels that have been maintained throughout 2014.

Each one of Licking County's "Top Ten" months for total employment since 1970 has been achieved since 2012, and total employment is continuing to trend upward over that period.

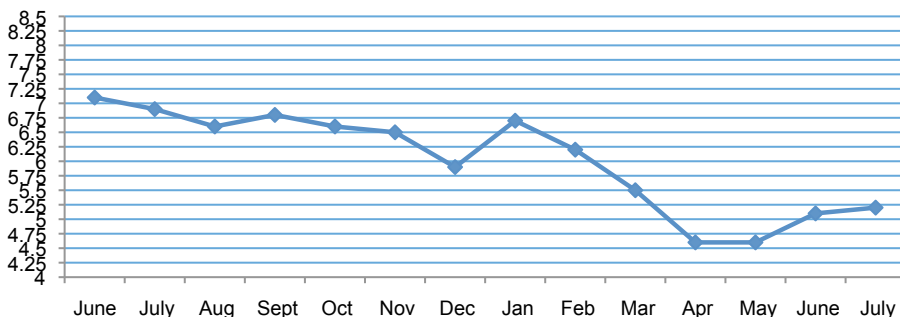
Licking County's Unemployment Rate has fallen 2.7 percentage points since January, 2012.

8 of 10 of Licking County's "Top Ten" months for level of Civilian Labor Force participation since 1970 has been achieved since 2012, and those levels are continuing to trend upward.

Over 1,500 more Licking County residents are participating in the Civilian Labor Force today, versus January 2012.

We are a regional growth center for Central Ohio. Licking County has recently generated approximately 9% of the growth in Total Employment in our region, and approximately 10% of the growth in Civilian Labor Force, reflecting that our community is a location of choice for employers, and a home for stable, robust companies.

LICKING COUNTY UNEMPLOYMENT RATES JUNE 2013-JULY 2014



OUR FUTURE

We are proud of the significant progress that GROW Licking County, and our community has made. Our commitment is to continue to expand our reach and heighten awareness of our county far and wide. We will:

WORK DILIGENTLY to facilitate the retention and expansion of local businesses, and provide information and resources to help strengthen their viability;

CONTINUE to provide, coordinate, and enhance our service delivery to prospective businesses, in concert with our local, regional and state partners;

Present our story, and our opportunities, to **SITE SELECTION AND REAL ESTATE PROFESSIONALS**, via:

- A targeted, multi-phase, direct-mail campaign telling the story not only of our community, but of our businesses;
- Expanding Licking County familiarization efforts, bringing more site selection and real estate professionals into our community;
- Actively participating in regionally-led calls on the site selection profession

Present our story, and our opportunities, to **PROSPECTIVE BUSINESSES**, via:

- Actively participating in regionally-led trade missions, within the U.S. and abroad
- Targeted print and electronic advertising campaigns and industry trade shows
- Aggressive use of Internet Search Engine Optimization

INVESTMENT RESULTS

**PROJECTS
IN 6**

**LICKING COUNTY
COMMUNITIES**

**OVER
1,300**

NEW JOB OPPORTUNITIES

**OVER
1,200**

**EXISTING JOBS RETAINED
IN OUR COMMUNITY**

**\$190
MILLION**

IN NEW INVESTMENTS

ADDITIONALLY, IT IS ESTIMATED THAT PROJECTS WITHIN OUR COMMUNITY WITH GROW LICKING COUNTY'S INDIRECT INVOLVEMENT WILL RESULT IN OVER **\$300 MILLION IN NEW INVESTMENT** AND OVER **1,500 NEW JOB OPPORTUNITIES CREATED**.

ACCELERATE YOUR SUCCESS IN LICKING COUNTY, OHIO



LICKING COUNTY OFFERS THE MOST COMPREHENSIVE
COLLECTION OF BUSINESS GROWTH RESOURCES FOR
NEW AND DEVELOPING BUSINESSES IN THE MIDWEST.



DAN EVERS
740.345.9757 EXT. 3
50 WEST LOCUST STREET
NEWARK, OHIO 43055

With a diverse workforce, accessible transportation, exciting financial incentives, an exceptional quality of life and pro-business attitude, it's easy to do business in Licking County, Ohio.

We take a truly collaborative approach to economic development, bringing multiple organizations and individuals together to accelerate your success. The Grow Licking County CIC provides a single, comprehensive resource to help businesses expand or relocate to our area. We are the front door of the community—welcoming development, connecting resources and increasing opportunities.

We invite you to learn more about our pro-business community, diverse inventory of available facilities and our attractive job- and shovel-ready sites.

GROWLICKINGCOUNTY.ORG

THIS FULL PAGE AD appears in the September 2014 issue of *Business Facilities* magazine, and will run—along with editorial about Licking County—in that publication in the first quarter of 2015. A half page version appears in the May and September 2014 issues of *Site Selection* magazine. Licking County will also be featured in *Expansion Solutions* magazine with a full page ad and editorial content this year and in the first quarter of 2015. Our ads will also be placed in trade-show publications sponsored by *Expansion Solutions* for three events targeting many of our key industries. All print advertising also included digital ads on BusinessFacilities.com, SiteSelection.com, and ExpansionSolutionsMagazine.com.

ADDITIONAL OUTREACH to the key markets and influencers included:

- Co-sponsorship of a 3-Day site selection consultants forum, in conjunction with *Area Development* magazine
- Running this advertisement, along with contributing a monthly column, to the regional *Business Advocate* publication
- Inclusion in the *Columbus Business First* "People To Know In Economic Development" feature