Logan County Economic Strategy

Public Feedback Meeting
October 16, 2020

Introduction

- Purpose and Benefits of Strategy Development

- Objectives

- Scope of Project
  Economic Analysis
  Public Engagement
  Plan Development and Implementation

- Roles of CIC, BGSU, Ohio University

Planning Team

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Meeting Agenda

1. Review Priorities and Selection Criteria

2. Review Economic and Population Data

4. Review Public Engagement Process and Data

5. Break-out Groups: Discuss additional priorities

6. Polling and Feedback

7. Next Steps- Where do we go from here?

Meeting Guidelines and Questions

➢Guests will be muted until breakout sessions

➢Questions will be addressed in the discussion period after the data presentation.

➢Please post questions in the chat and we will address them during discussion

➢The data presentation is scheduled to take about 50 minutes. Break out groups and discussion will follow; this part is scheduled for the remaining 35 minutes. There are no scheduled breaks, but please feel free to step away if needed.

➢The presentation PowerPoint will be shared with all participants after the meeting.
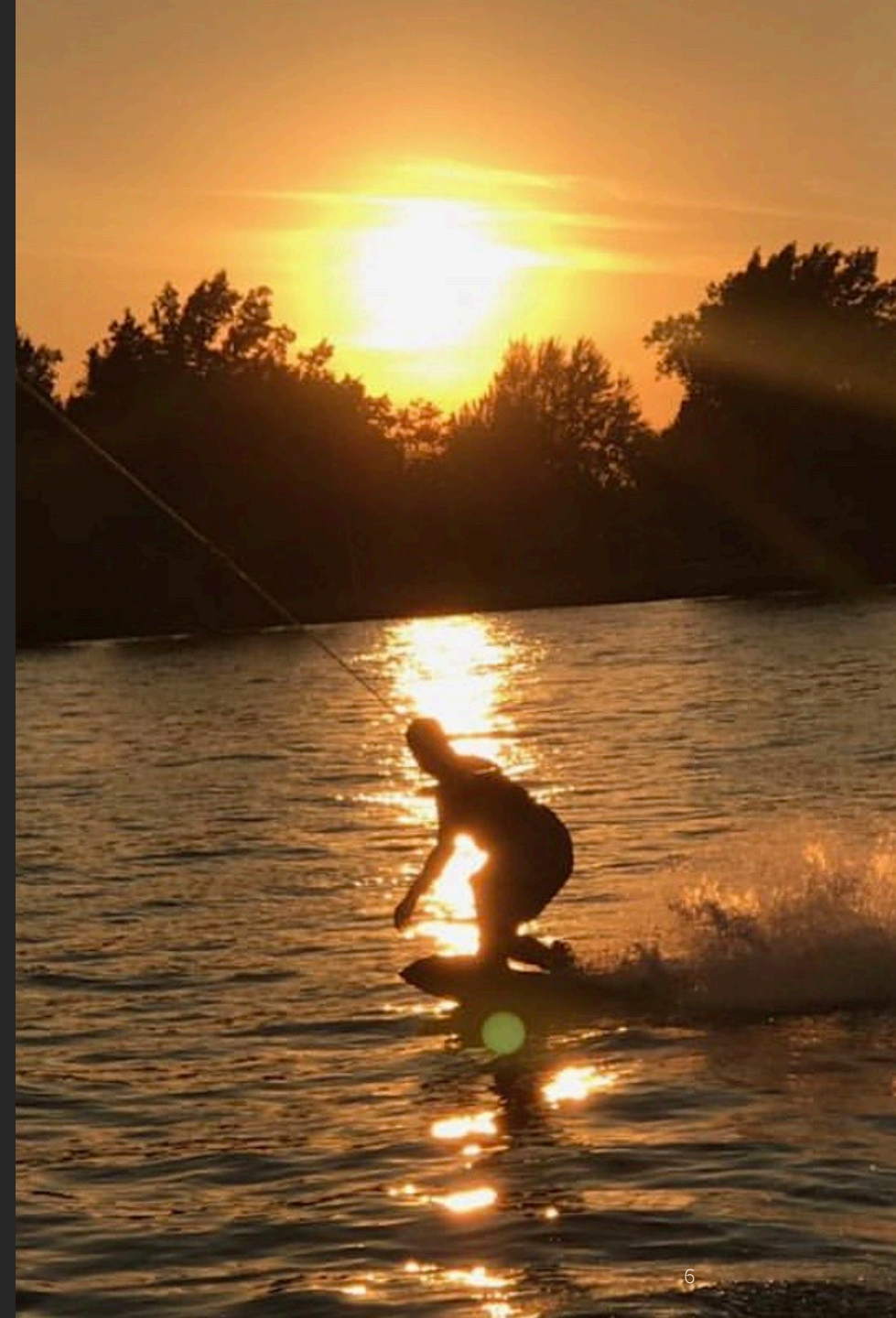
Top Priorities Identified

Housing**

Broadband **

Workforce Development **

Infrastructure **

Public Input on Top Priorities

The top priorities are the product of a multi-modal engagement and analysis process that included:

SWOT Analysis

(6 Community Leaders)

Stakeholder Interviews

(26 Stakeholders)

Stakeholder Surveys

(124 Stakeholders)

Criteria of Selection

Economic Development concerns and needs identified through community engagement efforts were selected as priorities based on several factors:

- ✓ Timeframe to address the concern (current vs. long term objectives)
- ✓ Economic development focus of plan (scope of responsibility/control)
- ✓ The availability of resources to address the concern

Your Feedback:

➢ As we go through the data, that has been collected we would like you to think about the priorities we have laid out and if there are any additional priorities that should be added.

➢ After the data presentation we will break-out into smaller groups to discuss the priorities and share additional priorities.

➢ When we come back from the break-out session, the facilitator for each group will share out the group's ideas.

➢ Everyone will be provided an opportunity to vote on their top 4 priorities after all the ideas have been shared.
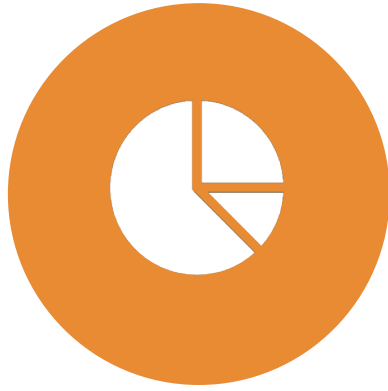
Economic Analysis

Economic Analysis

POPULATION DEMOGRAPHICS

HOUSING AND EDUCATION

EMPLOYMENT AND INDUSTRY

Population

Total Population

Census			Estimated	
1800		1910	30,084	2013	45,395
1810		1920	30,104	2014	45,475
1820	3,159	1930	28,981	2015	45,266
1830	6,440	1940	29,624	2016	45,156
1840	14,015	1950	31,329	2017	45,282
1850	19,162	1960	34,803	2018	45,358
1860	20,996	1970	35,072		
1870	23,028	1980	39,155	Projected	
1880	26,267	1990	42,310	2020	45,600
1890	27,386	2000	46,005	2030	44,590
1900	30,420	2010	45,858	2040	43,590

Source: Ohio Development Services Agency, County Profiles

Population - Age

Median Age, 2018

Logan County	Columbus Region	Ohio	US
40.8	36.3	39.3	37.9
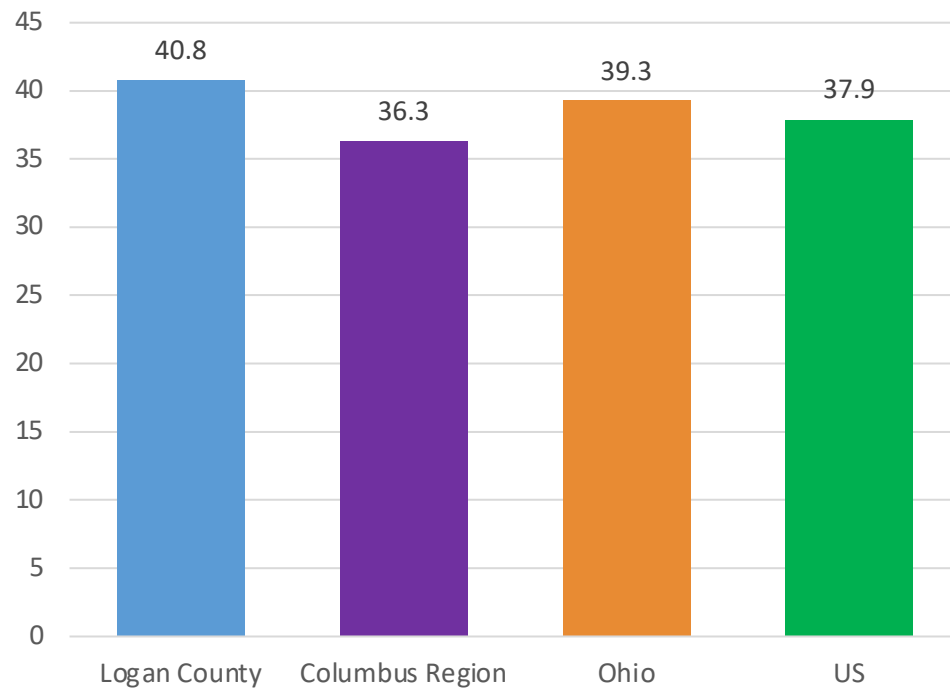
Population Distribution by Age and Sex, Logan County, 2018

- 80 years and over
- 70 to 79 years
- 60 to 69 years
- 50 to 59 years
- 40 to 49 years
- 30 to 39 years
- 20 to 29 years
- 10 to 19 years
- 0 to 9 years

■ male ■ female
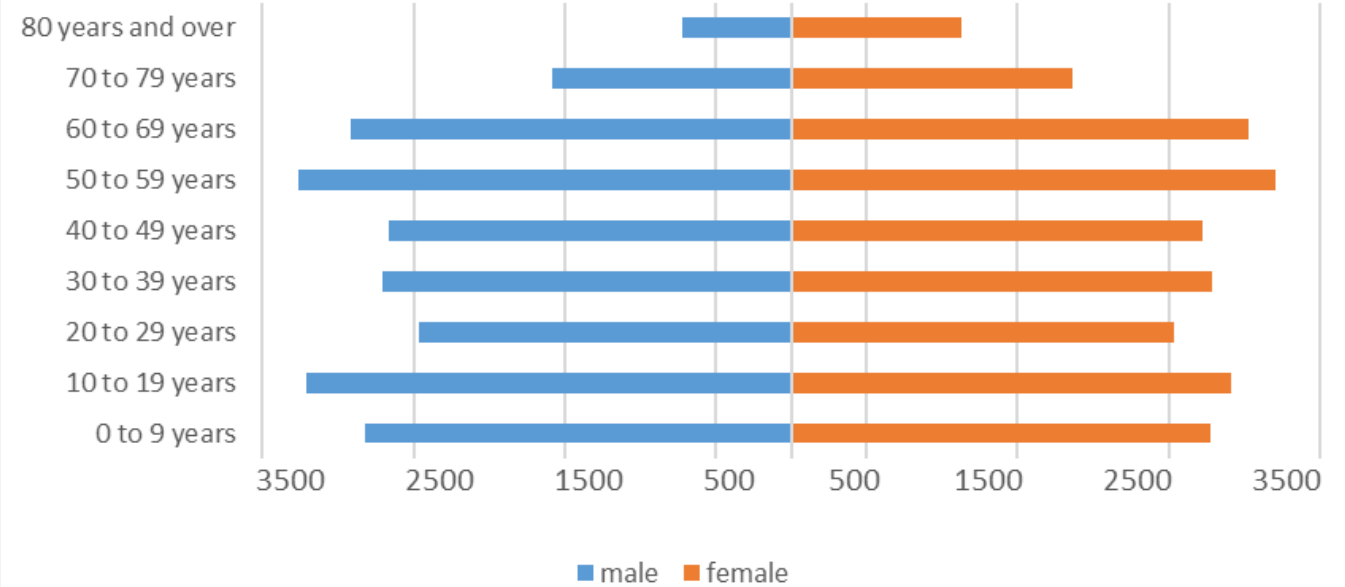
Source: American Community Survey, 5-year Estimates

Education

Some college, or higher, 2018

Chart values:
- Logan County: 42.4
- Columbus Region: 62.7
- Ohio: 56.9
- US: 60.5
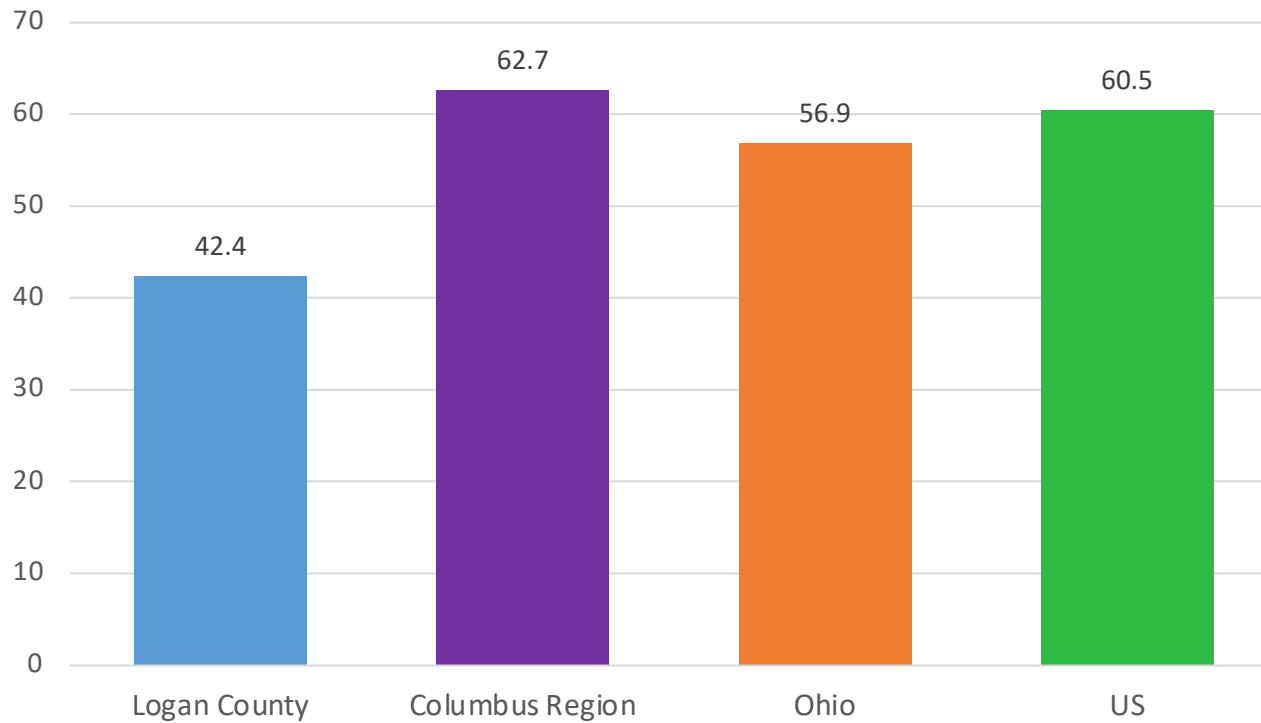
Some College, or higher includes:

- Unfinished degrees and individual courses

- Community college certificate programs

- Associate degrees

- Bachelors degrees

- Graduate and professional degrees

Source: American Community Survey, 5-year Estimates

Education

Population age 25 and older, Educational Attainment, 2018

Logan County
- High School Diploma Only: 49
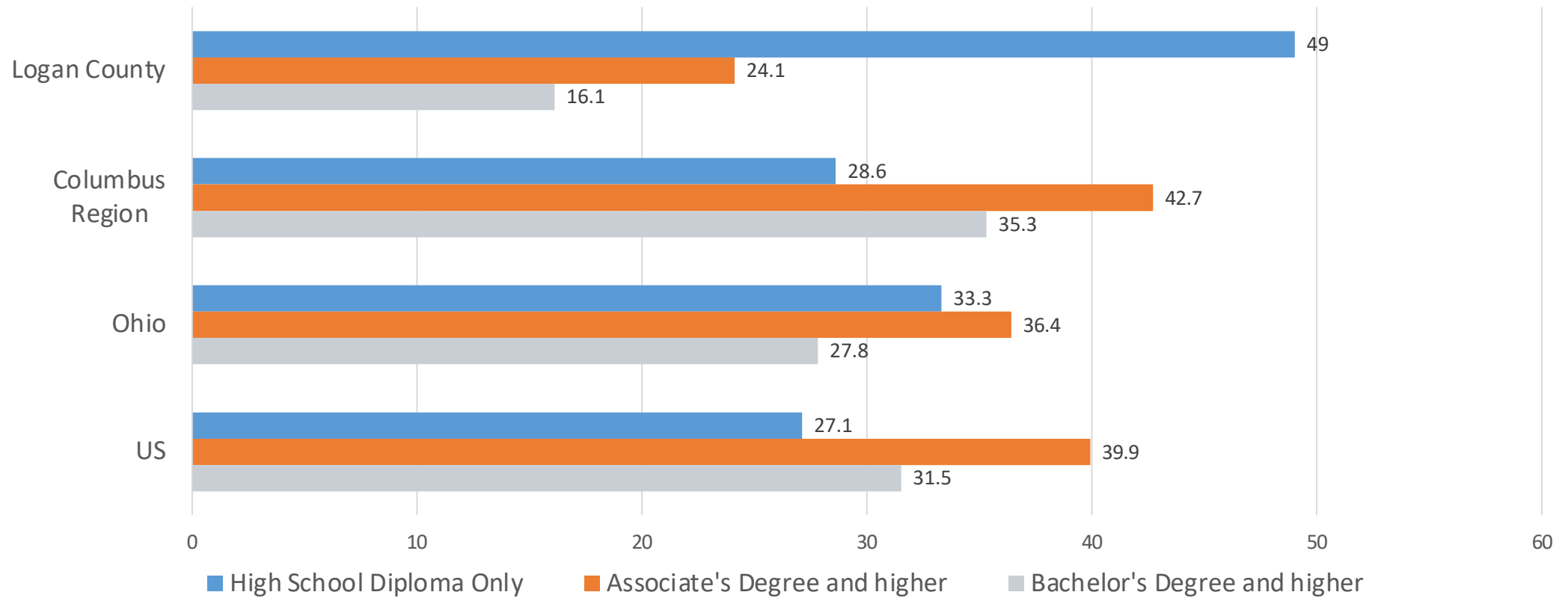- Associate's Degree and higher: 24.1
- Bachelor's Degree and higher: 16.1

Columbus Region
- High School Diploma Only: 28.6
- Associate's Degree and higher: 42.7
- Bachelor's Degree and higher: 35.3

Ohio
- High School Diploma Only: 33.3
- Associate's Degree and higher: 36.4
- Bachelor's Degree and higher: 27.8

US
- High School Diploma Only: 27.1
- Associate's Degree and higher: 39.9
- Bachelor's Degree and higher: 31.5

■ High School Diploma Only   ■ Associate's Degree and higher   ■ Bachelor's Degree and higher

Source: American Community Survey, 5-year Estimates

Housing

Housing Property Values, 2018

- Less than $150,000: Logan County 58.3%, Columbus Region 40.6%, Ohio 54.1%
- $150,000-$299,999: Logan County 32.0%, Columbus Region 40.3%, Ohio 33.8%
- $300,000 or more: Logan County 9.7%, Columbus Region 19.1%, Ohio 12.0%

Legend: Logan County, Columbus Region, Ohio
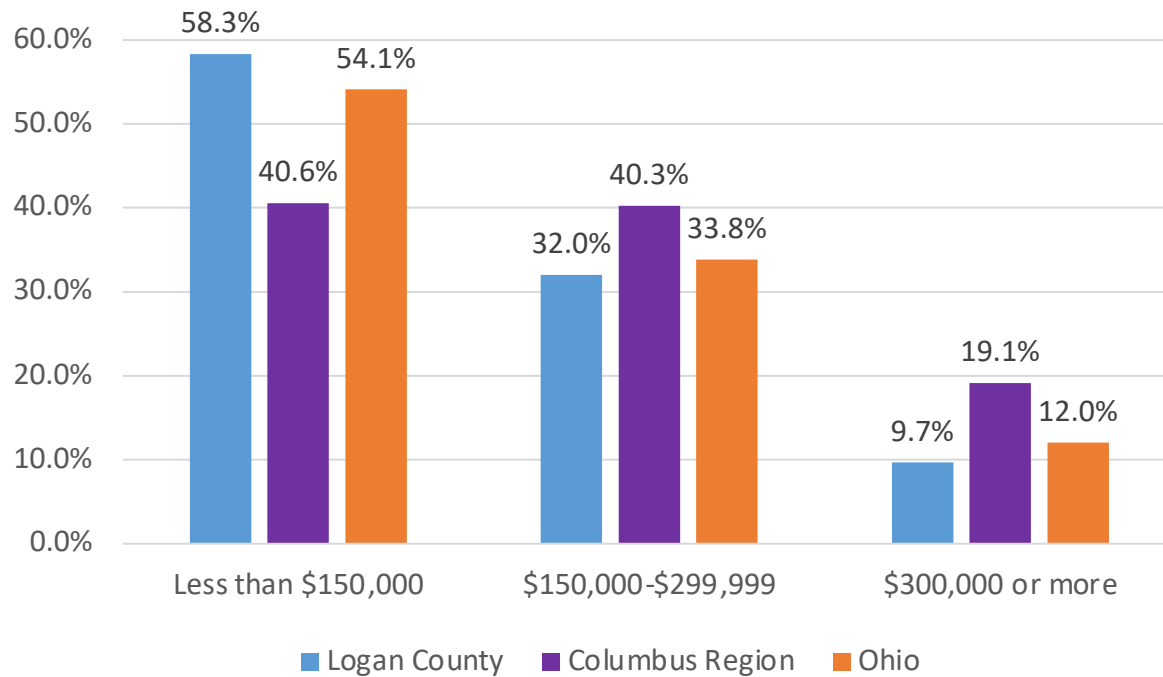
Year Housing Structure Built, 2018

- 1959 or earlier: Logan County 43.0%, Columbus Region 27.9%, Ohio 40.6%
- 1960 to 1989: Logan County 30.5%, Columbus Region 37.3%, Ohio 35.5%
- 1990 or later: Logan County 26.6%, Columbus Region 34.8%, Ohio 24.0%

Legend: Logan County, Columbus Region, Ohio
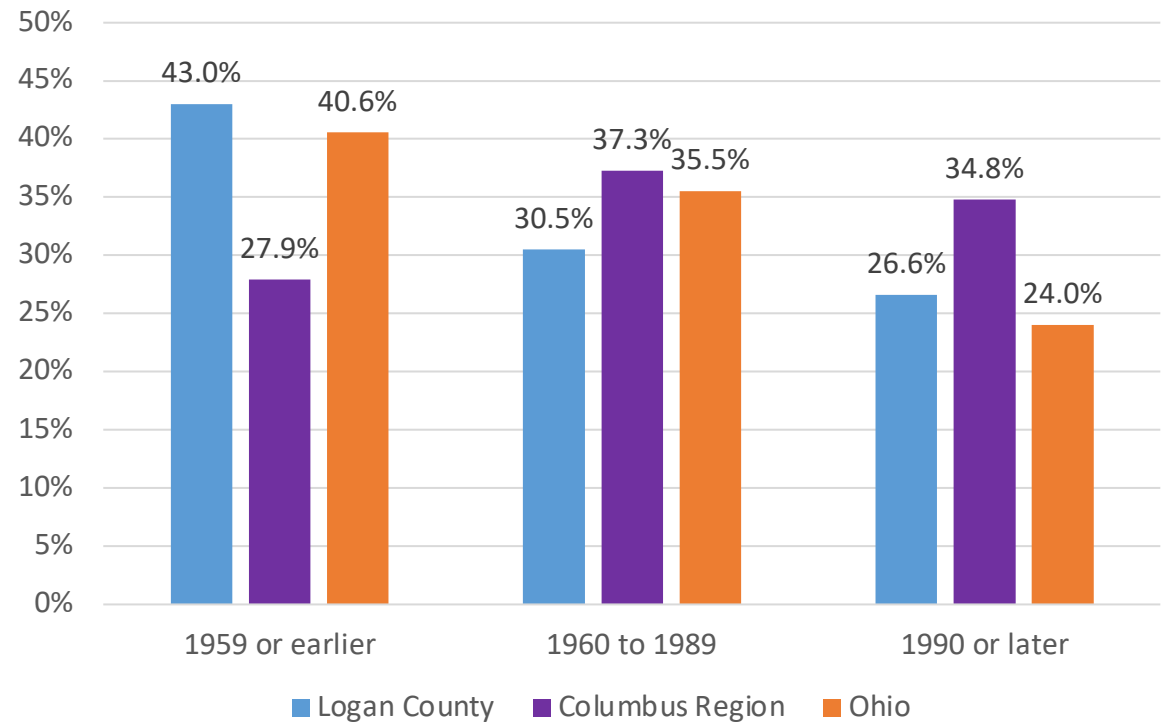
Source: American Community Survey, 5-year Estimates

Unemployment

Monthly Unemployment Rate, 2019-2020
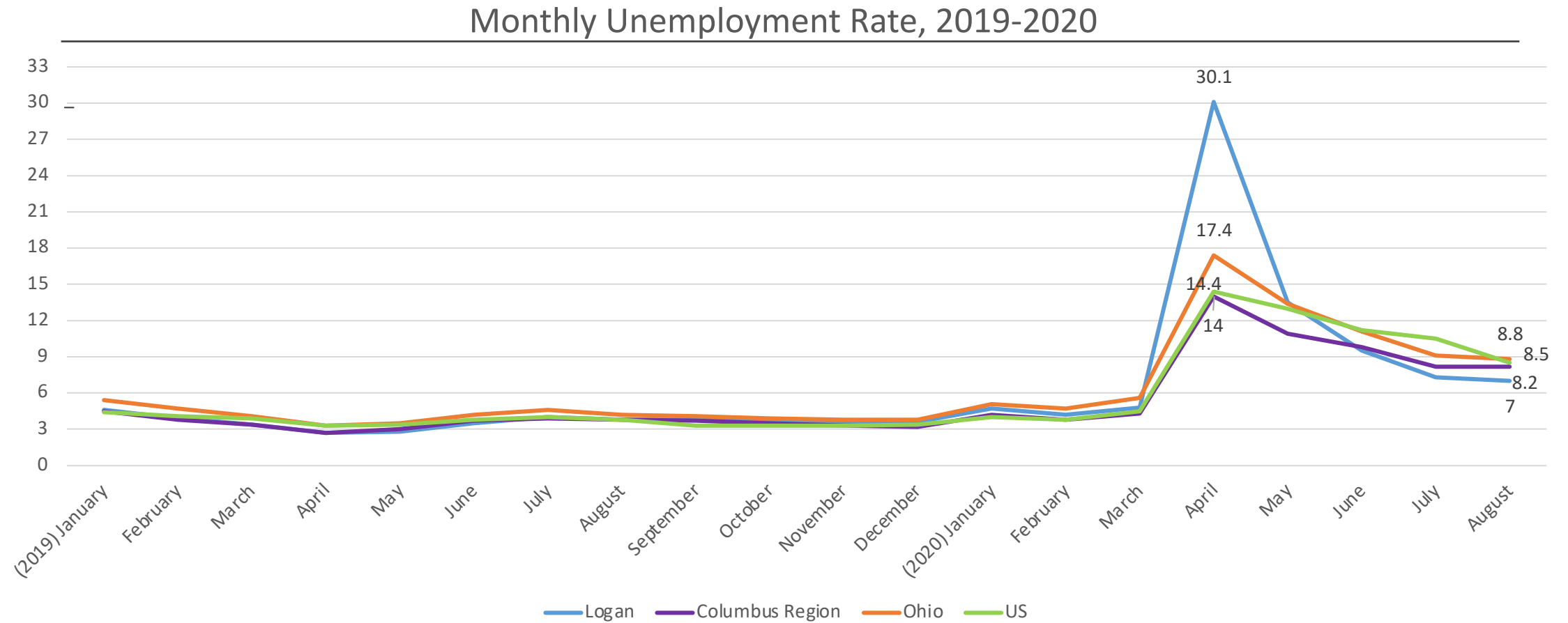
Source: Ohio Bureau of Labor Market Information, Unemployment Rate Map Archive

Household Income

Median Household Income, 2010-2018

Logan County — Columbus Region — Ohio — US

$63,498
$60,293
$55,150
$54,533
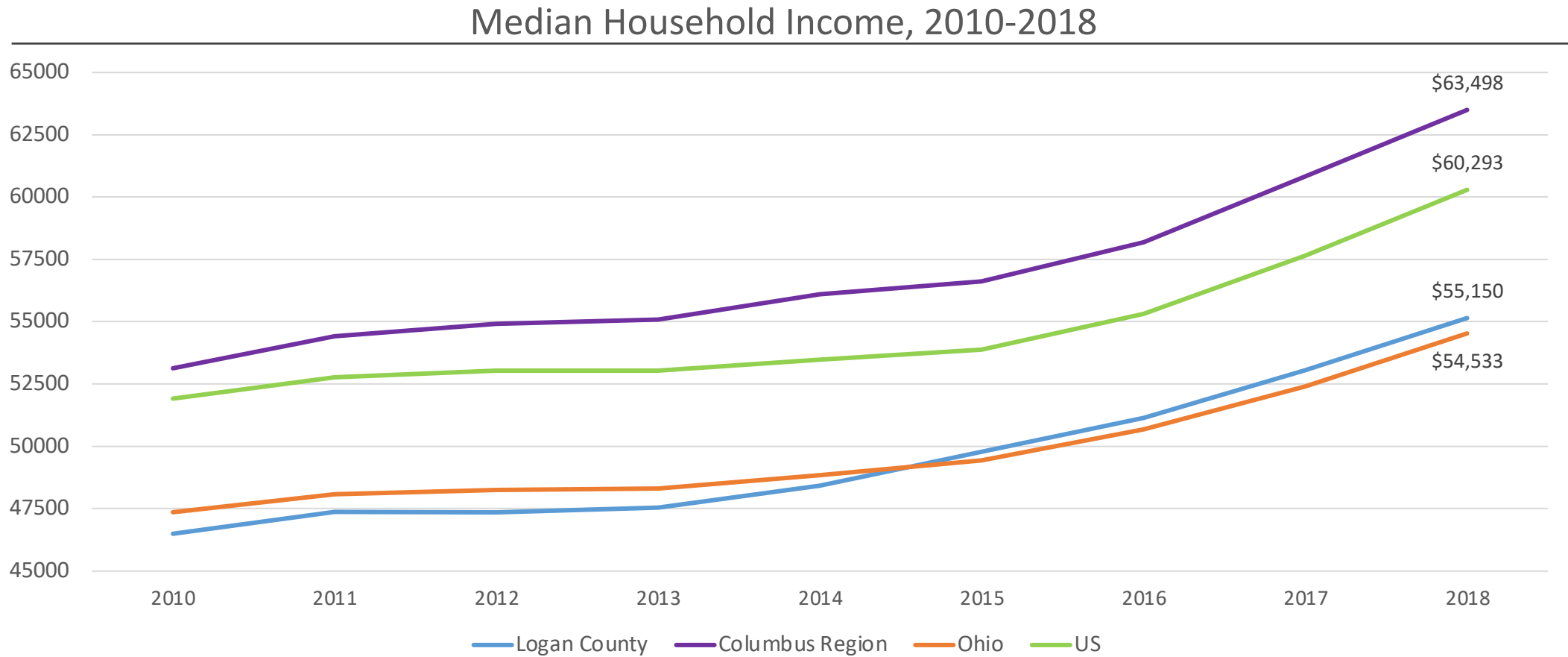
Source: American Community Survey, 5-year Estimates

Employment by Industry Sector

NAICS Code	Industry	Number of Employees	Number of Establishments	Annual Payroll	Average Payroll
336	Transportation equipment manufacturing	3513	5	$282,963,000	$80,547
423	Merchant wholesalers, durable goods	1933	17	$76,134,000	$39,386
722	Food services and drinking places	1335	85	$18,058,000	$13,527
541	Professional, scientific, and technical services	833	50	$31,003,000	$37,218
493	Warehousing and storage	710	4	$34,147,000	$48,094
621	Ambulatory health care services	703	68	$35,898,000	$51,064
561	Administrative and support services	600	30	$15,380,000	$25,633
327	Nonmetallic mineral product manufacturing	535	4	$26,906,000	$50,292
623	Nursing and residential care facilities	375	5	$9,993,000	$26,648
445	Food and beverage stores	364	22	$7,484,000	$20,560

Source: County Business Patterns, 2018

Largest Employers

Logan County: Top 20 Employers (nonpublic entities)

	Company	Employees		Company	Employees
1	Honda East Liberty	2750	11	Wal-Mart	156
2	Midwest Express	1158	12	Valeo	137
3	Honda Transmission Manufacturing	1144	13	Great Lakes Assemblies	129
4	NEX Transport	600	14	CEVA Logistics	109
5	AGC Automotive	590	15	Belletech	91
6	Mary Rutan Hospital	571	16	Reliant Mechanical	90
7	Transportation Research Center	400	17	NK Parts	76
8	Spartan Nash	244	18	World Class Plastics	74
9	Mobile Instruments/Agiliti	200	19	Quest Liner	60
10	Thermoid	185	20	Mid-States Packaging	60

Source: Logan County Economic Development (Current estimates FT employment 10/15/20)

Public Engagement

Public Engagement

SWOT

INTERVIEWS

SURVEYS

Public Forums
and Feedback

SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats
• Tourism	• Industrial ready sites	• Regional position	• Gas capacity **
• Low cost of living	• Workforce challenges **	• Marketing-telling your story	• Broadband internet **
• Entrepreneurial community	• Housing inventory **	• Water + Sewer service expansion **	• Aging infrastructure **
• Fiber	• Infrastructure **		• Aging population **
• Welcoming community			• Honda dependency
• Redevelopment vigor			

Interviews and Survey Process

- Interviews with Community Leaders from across the county

- 82 Stakeholders identified and contacted – 26 Interviews completed (February-March)

- Interviews informed the development of a survey that was distributed to 229 additional stakeholders

- Survey also asked for considerations of COVID 19 impacts on priorities and the

- 124 responses received (July)

- Survey data compiled and assessed by the steering committee (August)

Interview Questions

Interviews were 30-60 minutes in length and covered the core questions listed.

1. How would you describe Logan County's overall economy?

2. What do you like about Logan County/ What are you most proud of?

3. What gaps are there in Logan County?

4. What concerns do you have about the future strength and vitality of Logan County?

5. What are the key barriers to economic growth for Logan County?

6. Do you see any opportunities for economic growth?

7. What are the key businesses or industries driving growth in Logan County?

8. What types of businesses and jobs would help Logan County's economy?

9. Do you feel there is a consensus on the economic development issues in Logan County?

10. Do you have any suggestions that would help the county's economic development efforts?

11. Who would you consider to be community champions or leaders in driving future growth in Logan County?

12. What changes, if made, would better position Logan County as an ideal place to live or operate a business?

13. What do you see other communities doing that you feel would have positive impacts on Logan County and be positively received by the community?

Competitive Strengths:

✓Downtown improvements/ community attractiveness

✓Location (proximity to Columbus)

✓Rt. 33

✓Natural beauty/sites and attractions

✓Strong local workforce

✓Community feel/country living/safe place to raise a family

✓Elected officials work well together

✓School system/ new schools/ vocational options

✓Quality of Life: Low cost of living/better than average services and healthcare

Barriers to Economic Growth

- No sites ready for development- not "shovel ready"
- Infrastructure needs/ natural gas/ water-sewer **
- Inadequate internet connectivity **
- Lack of housing**
- Low wages (unattractive)/ Income inequality and cyclical poverty
- Work support services/ transportation options / childcare options**
- Population and retention/brain-drain**
- Lack of amenities
- Workforce retention/short supply of skilled workers**

Suggestions for Economic Development

Focus on population attraction

Continue downtown revitalization work

Support for small business- help to compete against box store models

Increase public access to information/townhall meetings

Shovel ready sites with facilities

Invest in infrastructure to attract business

Streamline processes for businesses

Provide more localized options for advertising jobs and recruiting talent

Businesses and Jobs to Help Growth

1. Jobs that bring up median income
2. Diversification away from Automotive
3. Virtual work
4. Internship/Apprentice programs

- Resort and leisure/ Hospitality
- Tech jobs (instead of manufacturing)/Smart corridor
- R &D/Think tanks
- Medical industry
- Renewable energy
- More manufacturing

Examples: Other Communities

Focus on image-landscaping, main street enhancements, etc.

Updated public amenities (pools, parks, etc.)

Marketing - Community name recognition

Joint efforts between schools and businesses

Site attractiveness (shovel ready), incentives, and advertisement

Surveys

Surveys included the five multiple choice questions listed as well as additional open-ended questions. The survey questions and responses were drawn from the data produced in the stakeholder interviews.

1. Economic Development Priorities: Scored on a scale from 0 to 10.

2. Impacts of COVID-19 on Economic Development Priorities: Rated as higher importance, lower importance, or the same.

3. Strategies for Economic Growth: Indicate level of support for each strategy scale from 0 to 10.

4. Barriers to Economic Growth: short term (within 18 months), medium term (18 months - 3 years), or long term (3 years+)

5: Concerns for the Economic Future: Rank your top 5 concerns.

Priorities for Economic Development

Rank	Relative Importance	Score (0-10)
1.	**Attracting additional housing****	**7.75**
2.	**Connecting Logan County students with local job opportunities ****	**7.33**
3.	**Connecting local job seekers with local job opportunities ****	**6.89**
4.	**Increasing natural gas capacity to allow for new development ****	**6.88**
5.	**Increasing countywide access to water/sewer infrastructure ****	**6.75**
6.	**Diversifying the economic base/ employer**	**6.71**
7.	**Increasing access to reliable childcare ****	**6.70**
8.	**Increasing incentives to improve attractiveness for business**	**6.66**
9.	**Focusing more on the opportunities provided by and along U.S. Route 33**	**6.53**
10.	**Increasing post-secondary education options in the county**	**6.45**

Strategies for Economic Development

Rank	Strategy	Score (0-10)
1.	**Pursuit of rural internet/broadband access** **	**6.35**
2.	**Expand development outside of Bellefontaine/ into other parts of the County**	**4.18**
3.	**Advertise community attractions (Indian Lake, castles, caverns, ski mountain, etc.)**	**4.17**
4.	**Streamline the process for opening new businesses**	**4.04**
5.	**Fund improvement in existing incentive areas (TIF areas, Community, Reinvestment Areas)**	**3.48**

Top 5 Concerns for Economic Future:

Concern	Rank 1	Rank 2	Rank 3	# in top 3
Inadequate utility infrastructure (water, sewer, gas, electric, fiber) **	16	9	14	39
Youth retention and attraction of young adults **	14	9	14	37
Population loss/ lack of forecasted growth for the county **	14	6	8	28
Lack of diversity in big businesses	10	9	12	31
Short supply of skilled workers/technical skills (HVAC, electricians, plumbers, etc.) **	9	13	11	33

Immediacy of Addressing Development Concerns

Short-term Focus: (within 18 months)	Mid-term Focus: (18 months – 3 years)	Long-term Focus: (3 years+)
1. Lack of housing ** 2. Workforce development /retention ** 3. Internet/rural broadband **	1. Lack of shovel ready sites 2. Lack of community amenities 3. Infrastructure deficiencies ** 4. Lack of population growth**	1. Lack of economic diversity 2. Uneven growth in the county

Data Summary:

Community Attractiveness: to both business and population

- Marketing: a great place to visit, a great place to do business, a great place to live
- Infrastructure is essential to supporting growth for all purposes**
- Housing first, community amenities later **

Small City, Big Opportunity

- Provide greater business and workforce support **
- Balancing small and large businesses and increasing wages
- Supporting virtual workforce/telecommuters (internet connectivity)**

Focus on Local Talent

- Embracing the future of work: technology in industry and education **
- Workforce retention: training, transportation, childcare options **
- Proactive and localized approach to job placement: keep youth and talent **
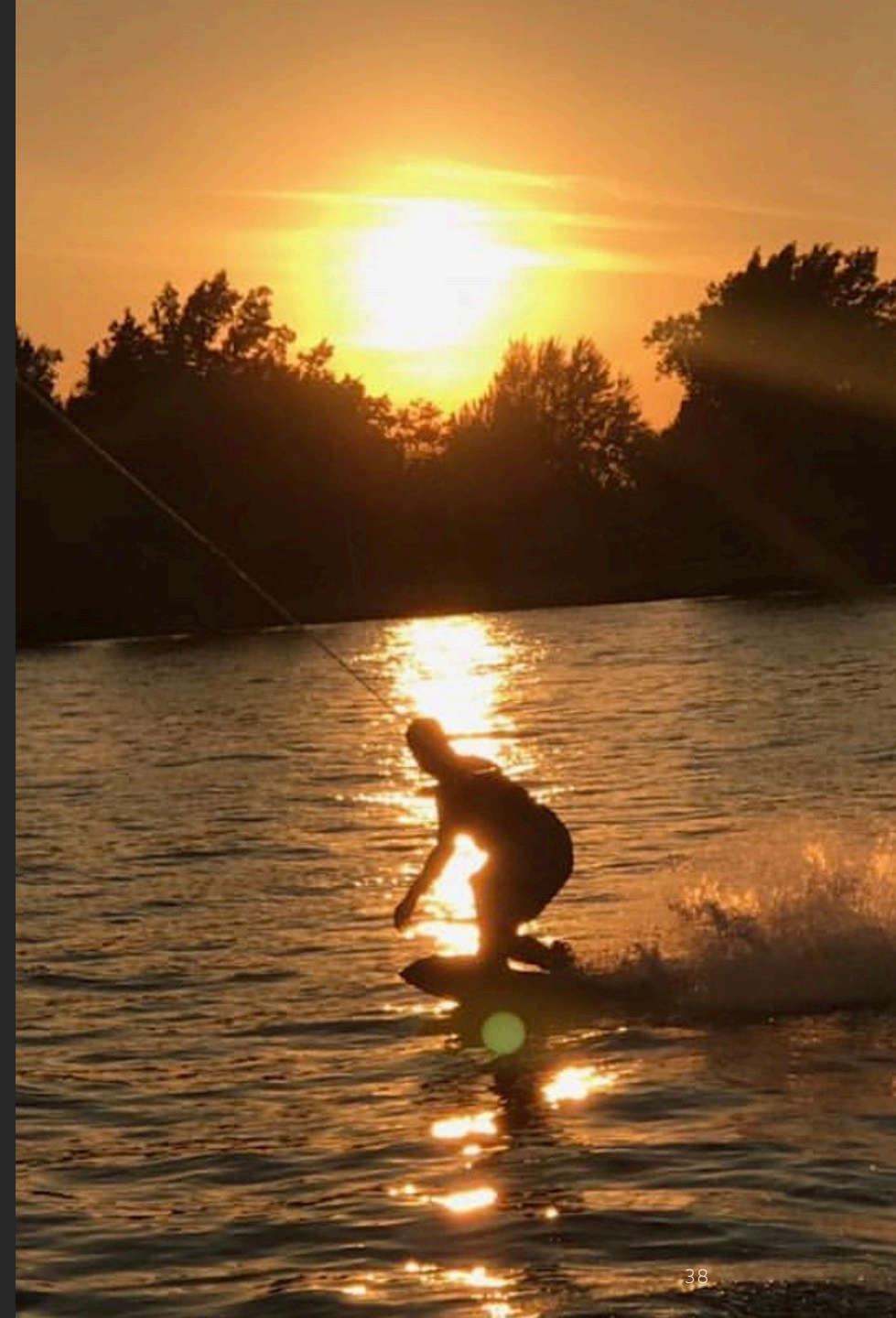
Recommendations & Feedback

Top Priorities Identified

Housing **

Broadband **

Workforce Development **

Infrastructure **

Break-out Groups:

- You will have 10 minutes in break out groups

- Facilitators will report out

- Zoom poll (5 minutes)

- Zoom poll instant data will be shared with the group

- Open discussion and questions (15 minutes)

Continued Input

If you are interesting in participating in further planning processes or would like to share additional ideas with the planning team, please email:

Ben Vollrath at bvollrath@logancountyohio.com

Next Steps

1

- Strategy Building
- October- November

2

- Implementation Planning
- November- December

3

- Final Report
- Late December

Thank You!

Immediacy of Addressing Barriers

#	Question	Greatest Response	%
1.	A lack of shovel ready sites- for development	Medium-term	48%
2.	Lack of housing/lack of affordable housing	Short-term	61%
3.	Lack of community amenities- (entertainment, restaurants, quality of life factors)	Medium-term	41%
4.	Workforce development /retention problems	Short-term	60%
5.	Internet/rural broadband	Short-term	48%
6.	Infrastructure deficiencies (natural gas, water and sewer)	Medium-term	40%
7.	Drug epidemic	Short-term	70%
8.	Lack of economic diversity/ reliance on auto industry (Honda)	Long-term	39%
9.	Lack of population growth	Medium-term	36%

Strategies for Economic Development

Rank	Strategy	Score (0-10)
1.	**Pursuit of rural internet/broadband access**	**6.35**
2.	**Expand development outside of Bellefontaine/ into other parts of the County**	**4.18**
3.	**Advertise community attractions (Indian Lake, castles, caverns, ski mountain, etc.)**	**4.17**
4.	**Streamline the process for opening new businesses**	**4.04**
5.	**Fund improvement in existing incentive areas (TIF areas, Community, Reinvestment Areas)**	**3.48**
6.	Development of hotels	3.45
7.	Invest in locations ready for groundbreaking	3.38
8.	Focus on population attraction	3.19
9.	Incorporate townships in Indian Lake area into "Indian Lake, Ohio" (qualify as village/city for tax and grants)	2.27
10.	Create a paid position solely dedicated to business attraction	1.41

Reliant Medium price