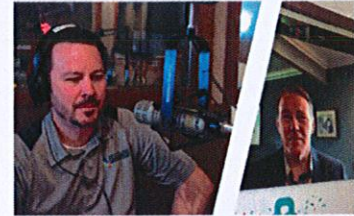


# 2022 RCDG ANNUAL REPORT



# SPACE FOR — GROWTH.



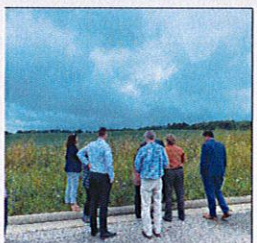
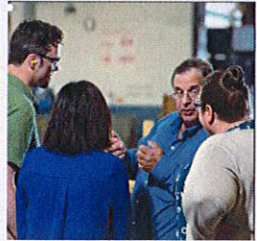
RICHLAND  
COMMUNITY  
DEVELOPMENT  
GROUP



# SPACE FOR ECONOMIC DEVELOPMENT.



RICHLAND  
COMMUNITY  
DEVELOPMENT  
GROUP



## Richland County

The economic news in 2022 was about inflation. The Federal Reserve was trying to slow it down, and people talked about a recession, but that's not what happened in Richland County. **Our companies were taking advantage of the opportunities and expanding** from very large projects like CNG expanding in both Lexington and Ontario, to small businesses like Global Medical Foam gaining more market share.

## Record JobsOhio Inclusion Grants

Prior to 2022, JobsOhio only incentivized large expansion projects. JO's new inclusion program targets women, minority, veteran owners, and businesses in distressed zip codes. In 2022, **Richland County had more small business receiving these grant dollars than any other county in the TeamNEO 18-county region, aside from Cuyahoga.**

## SiteOhio - Site Development

Tremendous effort goes into making the land businesses use for operation ready for use. This year, we utilized the JobsOhio program to bring specialized consultants into the county. **They evaluated the three best sites we have and helped us make a plan to attract new businesses.**

## Site Attraction

In 2022, we have had **more interest in our community from outside companies** (both from the region and international) than even before. This is a sign of the strong economy, especially in the industrial sector, but also due to having good inventory of sites. The Adena spec building and SiteOhio authenticated property at Airport West in Mansfield allows businesses to move in and be productive quickly.

**353**

NEW JOBS

**\$14M+**

NEW COUNTY  
PAYROLL

**\$825K+**

GRANT DOLLARS  
FROM JOBSOHIO

## FROM A MEMBER'S PERSPECTIVE

"I have worked on several projects with Barrett over the past 3 years. I have always found him to be dependable, efficient, and a great resource to me and my company. He always projects a warm, cheerful, and positive attitude. He has displayed the ability to handle difficult situations with remarkable patience and admirable tact. Barrett connects with people, works hard, and has always intently listened to my requests while pooling from his broad network connections."

~Victoria Langer, Global Medical Foam

# SPACE FOR — ECONOMIC DEVELOPMENT.

**\$58M+**  
NEW CAPITAL  
EXPENDITURES

**9**  
PROJECT  
WINS

**39**  
RESPONSES TO  
ATTRACTION  
OPPORTUNITIES

## Timberlane Finish Solutions

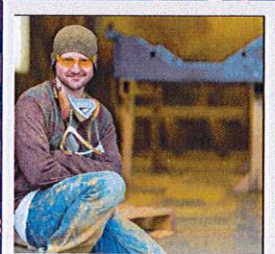
Having the right property ready makes a difference. Timberlane Finish Solutions was outgrowing their current space until they found the right home in Mansfield. We connected them to a JobsOhio Inclusion Grant to help support their move and the new equipment they needed to facilitate the growth and new jobs at this location.

## Ohio Valley Stamping

Supply chain news was crazy in 2022. We are seeing production coming back to North America, and local companies wanting local suppliers. This is how Ohio Valley Stamping was able to win additional lines of business from a Pennsylvania company and bring that work to expand here in Mansfield.

## Michael Byrne Manufacturing

A local auger-boring manufacturing company is now on its third generation of leadership and doing better than ever. They are adding an additional building and making a high-end machining center so that they can streamline their workflow, add capacity, and meet the huge customer demand that they are experiencing.



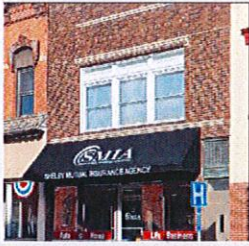
## FROM A MEMBER'S PERSPECTIVE

"As we looked to expand our business, we reached out to Barrett at the Chamber to consult on the initial planning and start-up of our project. He met with us to discuss state and local programs that are designed to help small businesses grow within Ohio. As a result, we were able to take advantage of the JobsOhio Inclusion program that will help support our expansion and increase the number of employees at Michael Byrne Manufacturing. Barrett got us in touch with the right people to make this happen and provided guidance when needed."

~Leslie Weist, Michael Byrne Manufacturing



# SPACE FOR ECONOMIC DEVELOPMENT IN SHELBY.



## Countywide Housing Study/Strategy

A comprehensive countywide housing study was led in partnership with the Chamber and the Richland County Regional Planning Commission throughout 2022. The study gave us data on where we are, and **8 strategies with action steps to guide us** in meeting our community's housing needs in the short term, and building into the future.

## Business Retention & Expansion Visits

27 businesses were visited for 1-on-1 discussions about their challenges, growth, and how we can best be a resource for growth. Through those visits, we have:

- Entertained 4 expansion opportunities
- Increased training dollars to Shelby businesses
- Entertained 3 JobsOhio offer letters of support of projects in Richland County
- Incentivized 2 expansions, providing \$5M+ in capital expenditures and ~\$1M in new payroll.
- Connected a Shelby company with funding from GLTAAC allowing them to compete internationally.

**27**

BUSINESS  
VISITS

**\$5M+**

CAPEX FROM  
EXPANSIONS

**~\$1M**

NEW  
PAYROLL

## Jessica Gribben Wins OEDA Rookie of the Year Award

Because of **extraordinary contributions to the economic development in Shelby and N. Richland County**, such as launching the countywide-housing study, providing leadership/support to Shelby Black Fork Commons and Riverfront Projects, earning her Ohio Certified Economic Developer designation, guiding Shelby businesses through the pandemic and connecting them to resources, along with helping businesses bounce back from a tornado, Jessica won the Ohio Economic Development Association Rookie of the Year Award in 2022!

# SPACE FOR ECONOMIC DEVELOPMENT IN SHELBY.

**170**  
BUSINESSES  
EMAILED  
WEEKLY

**2**  
PROJECTS  
SUPPORTED  
BY JOBSOHIO

**\$9.5K**  
FAÇADE  
GRANTS  
AWARDED

**\$30K**  
PRIVATE  
FAÇADE  
INVESTMENTS  
MADE

## Shelby Downtown Revitalization Efforts

Through collaboration with the City of Shelby, CIC, and local businesses, **Phase I (Downtown Streetscape) was completed.** A webpage and maps were created to document progress and share construction information in an effort to minimize the impact of construction on local business. County American Rescue Plan Act dollars were committed to Phase II of the project, that will see a transformational park in the heart of downtown. Through public/private partnerships, Shelby's downtown is making a major comeback!

## New Business Attraction

- Crossroads Community Church purchased the former Mason's Lodge on the Main Street Corridor.
- Black Fork Brewing / Mama's Pizza is coming to Mansfield Avenue.
- Marigold Bakery opened on Main Street.
- Ralph Phillips VFW Post 291 moved and expanded.
- Dove Candle Bar opened a Main Street storefront.

## Façade Improvement Funding

**\$9,538 grant dollars were awarded to businesses who invested an additional \$30K privately** to 4 applicants for projects. Over the 3 years this grant has existed, \$20,714 public dollars have been awarded, leveraging an additional \$61,253 in private investment. This program is helpful in building pride in the central business district and incentivizing investments to create a culture of perpetual investment in downtown.



## FROM A MEMBER'S PERSPECTIVE

Jessica and her team have been integral in the growth of Lloyd Rebar. Not only are they always available to answer questions, but often have recommendations and opportunities that we don't know exist.

~Libby Wires, CPA, CFO, The Lloyd Rebar Company



# SPACE FOR WORKFORCE.

## Talent-Attraction Media Campaigns

The Chamber created a workforce marketing campaign with Business Outreach funds from the Area 10 Workforce Development Board, which produced 35 employer-profile videos, related still photography, a complete Richland Works social media campaign, and a podcast series that tells the story of our workforce community. Since its launch in June 2022, the Richland Works website had 7K+ visits for the year, with **82,337 video views** in 2022 (website, Facebook and YouTube combined). The Richland Workforce Pulse Podcast has **462 downloads** in 9 months, with listeners across 5 different states.

**82K+**

RICHLAND  
WORKS VIDEO  
VIEWS

## Career Exploration Programs

In 2022, the Chamber supported and contributed to a \$1.9M grant received by SPARC & MOESC from the Ohio Department of Education. **The grant was awarded to create summer and after-school Career Exploration Programs** in Richland, Crawford, and Morrow Counties. The Chamber has worked side by side with MOESC, Richland County Youth and Family Council, Richland County JFS, and NECIC to identify participants, business partners, program development, and hosted Career Institute as part of the Summer Youth Work and Ready for Hire program. This programming involved Work Based Learning and Seasonal work for 156 students at over 20 local employers.

**\$1.9M**

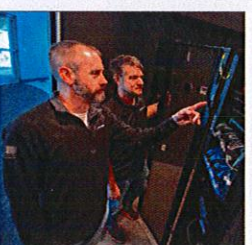
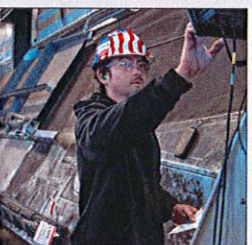
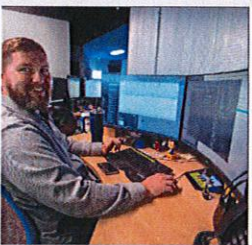
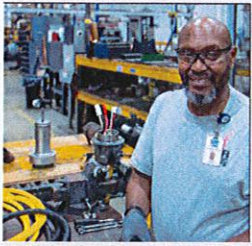
GRANT FUNDS  
AWARDED TO  
SPARC

## Career Institute

Career institute is a hands-on, immersive experience where students complete projects inside the operations of a business. In 2022, the Chamber hosted **2 Career Institute events** that involved students from **5 High Schools** and partnered with **4 different businesses**, including Adena Corporation, Richland Area Chamber, Ideal Electric, and Spherion of Mid-Ohio.

**186**

STUDENTS  
INVOLVED IN  
WORK-BASED  
LEARNING &  
CAREER  
EXPERIENCES



RICHLAND  
**COMMUNITY  
DEVELOPMENT  
GROUP**

# SPACE FOR WORKFORCE.

**17**  
HIRES FROM  
EMPLOYMEPALOOZA

**16**  
HIRES FROM  
ADULT JOB FAIR

**\$12K**  
IN JFS TRAINING  
DOLLARS

**32**  
BUSINESS  
VISITS

**11**  
UPSKILLING /  
TRAINING  
REFERRALS

**8**  
COMPANIES  
CONNECTED  
WITH WORK-  
BASED  
LEARNING  
PROJECTS

## EmployMEpalooza - A Reverse Student Job Fair

We partnered with the SPARC Career Coaches for our first "Reverse Student Job Fair," called EmployMEpalooza, in 2022. Students had the opportunity to showcase their skills and abilities with their own job fair table – and we brought the employers to them. **49 students participated**, and **78 employers** came to meet them. Funding assistance was provided from the Area 10 Workforce Board Development Board. Ultimately, we are tracking **17 full-time, seasonal job, and internship placements** from this event.

## Richland County Adult Job Fair

At the 2022 Adult Job Fair, **87 job seekers** spent time with **74 employers** discussing their career choices. We were able to track at least **16 job seekers who were reported as hired**.

## On-the-Job Training / Incumbent Worker Program

The Chamber continues to work with Richland County Job and Family Services to raise the awareness of the On-the-Job Training and Incumbent Worker training programs. In 2022, we were able to make the connection with **4 employers who received funding to onboard new employees and upskill their existing workforce**.

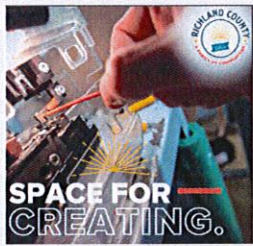


## FROM A MEMBER'S PERSPECTIVE

"The Chamber has been critical to the mission of the Mid-Ohio Business Advisory Council, supporting the work of enhancing partnerships between schools, higher education, and employers so that students can thrive after high school graduation. Through this partnership focused on education-workforce development efforts, new career readiness opportunities for students have been created, and existing activities have been scaled, benefiting students and employers in the community."

~Amy Wood, Director of Special Projects, Mid-Ohio Educational Service Center





# SPACE FOR COMMUNICATION.



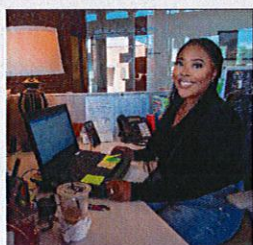
## Aligning Our Brand

Using our strategy of driving a consistent, positive narrative through community branding work, we devised tactics to incorporate the community brand with the Chamber branding. We wanted to ensure that when stakeholders see our messaging, they know exactly who it's coming from and the values that are important to us. **We aligned our marketing materials to ensure the values of the community brand and the vision of the Chamber were reflected in the deliverables.**



## Printed Materials

Adhering to brand alignment, we bolstered our printed communication assets. Site visit maps and presentations were updated and enhanced, as were new printed materials such as the Annual Report, Community Guide, and 2022-2025 Strategic Plan booklets. **Our team continues to develop a strong visual identity that can be carried across all platforms.**



## Bolstering Digital Assets

The only thing better than telling a story is showing it. When we began telling the successful stories of Richland County's businesses, we knew we needed more than words. We also needed video and photography to help our audience experience what it's like to be in Richland County. Supported by funding through the Ohio Department of Job and Family Services (ODJFS) and Ohio Means Jobs (OMJ), we partnered with DRM Productions and New Day Creative on the **Richland Works project, designed to tell the story of business successes in Richland County, and attract talent to them.**



## FROM A MEMBER'S PERSPECTIVE

Since being a Chamber member, we have had some people come to 419 Barbershop because a name popped up in a conversation, even by a post on social media. I still have a client who has been coming for two years because we were listed as a Chamber member.

*~Damien Beauford - 419 Barbershop*

# SPACE FOR COMMUNICATION.

**↑59%**  
YEAR-OVER-YEAR (YOY)  
WEBSITE USER TRAFIC

**↑224%**  
YOY WEBSITE  
REFERRALS FROM  
SOCIAL MEDIA

**11,372**  
TOTAL SOCIAL  
AUDIENCE

**↑20%**  
YOY SOCIAL AUDIENCE  
GROWTH

## Digital Marketing Presence

The Chamber's website experienced increased user traffic in the past year. During the year of 2022, our site's **users increased by 59%** compared to the previous year. **Organic search increased 35%, and social referrals increased 224%**. We added Google Ads in late 2021, thanks to a grant from the Richland County Foundation and Google for Nonprofits. The Google Ads strategy alone increased traffic to the Richland County commercial and industrial properties page by 2,276 visits.

Other strategies for increasing website traffic included developing content that **naturally utilized essential keywords**, such as transcripts from our Richland Pulse Podcast. We also **optimized the Richland Works landing pages** using relevant information about each company and their services with the goal of increasing talent inquiries.

## Social Media

By deploying strategies aimed at audience growth and engagement, we **grew our social audience by 20%, from 9495 followers in 2021, to 11,372 in 2022.**

## FROM A BUSINESS PERSPECTIVE

"When we learned the Chamber received a grant for featured video content, we jumped at the opportunity to have professional marketing done. The video turned out great. We've received many compliments both locally and from contacts all over the country, and have finally experienced the power of social media that can be harnessed with high-quality content. All of our social profiles showed record engagement with the video relative to our other media content. The video also makes our website come alive, and gives us a strong web presence."

~Cameron Haring, DECA Manufacturing





# SPACE TO --- INNOVATE.

A bright future drives Richland County, Ohio. Every prospering business requires a community that supports it. Innovations require inspiration. The potential in Richland County is limitless with the promise of industrial advances. When you want to be a part of an inspired community of innovators, learn what Richland County, Ohio, has to offer you.

Plan your inspired future at [RICHLANDAREACHAMBER.COM](http://RICHLANDAREACHAMBER.COM)



# WORKFORCE DEVELOPMENT 2022 END OF YEAR REPORT

## 2022 Workforce Development Metrics

Jan-Dec

Input metrics	
Work Based Learning Opportunities Created Through Partnerships with JFS, Mid Ohio ESC, and SPARC	186
Job Fair Attendees in 2022 (Job Seekers)	136
Business Outreach Funds Utilized for Workforce Marketing (Videos, Podcast, Social Media)	\$70,904.98
New Applications Generated for Incumbent Worker and On the Job Training	12
Output Metrics	
New Hires (as a result of Job Fairs)	33
Regional Workforce Exposure Through Video and Podcast	82,337 Total Video Views 462 Total Podcast Listens 7k+ Visits to Richland Works
Dollars Utilized for Incumbent Worker and On the Job Training ( 4 Employers, 12 Employees)	\$12,261.13

# ECONOMIC DEVELOPMENT 2022 END OF YEAR REPORT

## 2022 Econ Dev Metrics

Jan-Dec

Input metrics	
Number of BR&E Calls to Unique Companies	64
Responses to Attraction Opportunities	39
Output metrics	
Closed projects	9
New Jobs Committed	353
New Payroll Committed	\$14.17M
Capital Expenditures	\$58.5M
Resulting economic output (IMPLAN)	Direct \$85M Indirect \$12M Induced \$8M <b>Total \$105M</b>
Active Projects in the Pipeline (as of 12/31/2022)	48