

NORWALK
ECONOMIC DEVELOPMENT CORPORATION

 **THE CITY OF**
NORWALK



~~Looking Ahead~~ Last time we met...

- Strategic Planning
- 20 year anniversary
- Growing team & partnerships





**NORWALK ECONOMIC
DEVELOPMENT CORPORATION**

*Strategic Plan
2022-2024*



Champion people and enable their contribution to the local economy

- Workforce Development



Generate wealth for our community through business development

- Business Retention & Expansion
- Small Business Development
- New Business



Steward inspired investments for sustainability, longevity, and amplification

- Partnerships
- Organizational Sustainability & Marketing

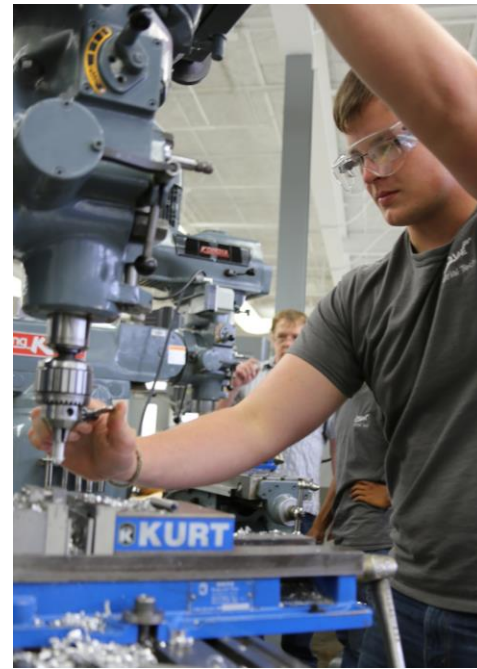


Champion people and enable their contribution to the local economy

- Workforce Development







We Make We Build We Thrive

PICTURE THIS

"Where are you from?"

"Norwalk, Ohio"

"Norwalk, Ohio? Never heard of it, what's it like?"

"We Make - We Build - We Thrive"

GOALS

1. Retain & Attract Talent
2. Convince out-migrated youth to "move home"
3. Build Community pride around top performing industries
4. Highlight quality of place

Move home campaign targeting 18-30 year olds

MARKETING PLAN

Year 1 – 1 video & inbound Marketing campaign - \$60,000 in google AdWords spend

Year 2 – 2 videos & outbound marketing

Year 3 – Community penetration & community-owned brand

POTENTIAL PARTNERS

- Huron County BAC & Schools
- Firelands Forward
- Huron County JFS & WIOA Board
- City, County
- Chamber of Commerce
- Norwalk Area Visitors Bureau



Population* of children who would potentially need child care

County	Under 5 years	5 – 9 years	9 – 15 years
Erie	4,251	3,650	4,500
Huron	3,662	3,778	4,256
Ottawa	1,700	1,988	2,385

*population data from US Census [American Community Survey](#)

Number of child care providers & capacity by county

County	# of Child Care Centers	TYPE OF CARE				Total # of Child Care Programs (all types)	Total Capacity
		# of Family Child Care Programs	# of Preschool only	# of School Age only Programs	# of Summer Camps		
Erie	15	10	13	3	0	41	2,242
Huron	12	11	10	0	0	33	1,210
Ottawa	10	3	6	3	0	22	1,025

Please note: The Child Care Resource Center provides supports to interested child care providers who choose to open a child care home or Center business. <https://ccrcinc.com/professionals/provider-services/child-care-business-supports/>

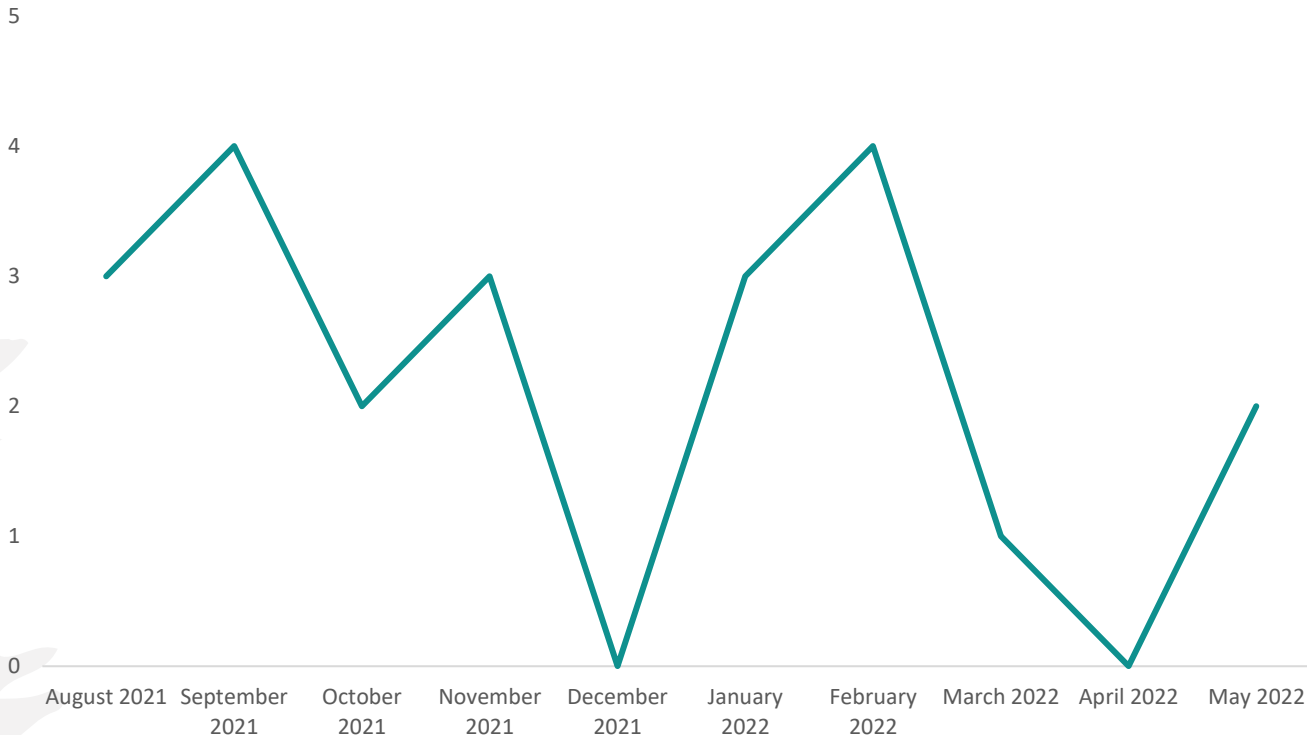


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BRE Company Count



2022

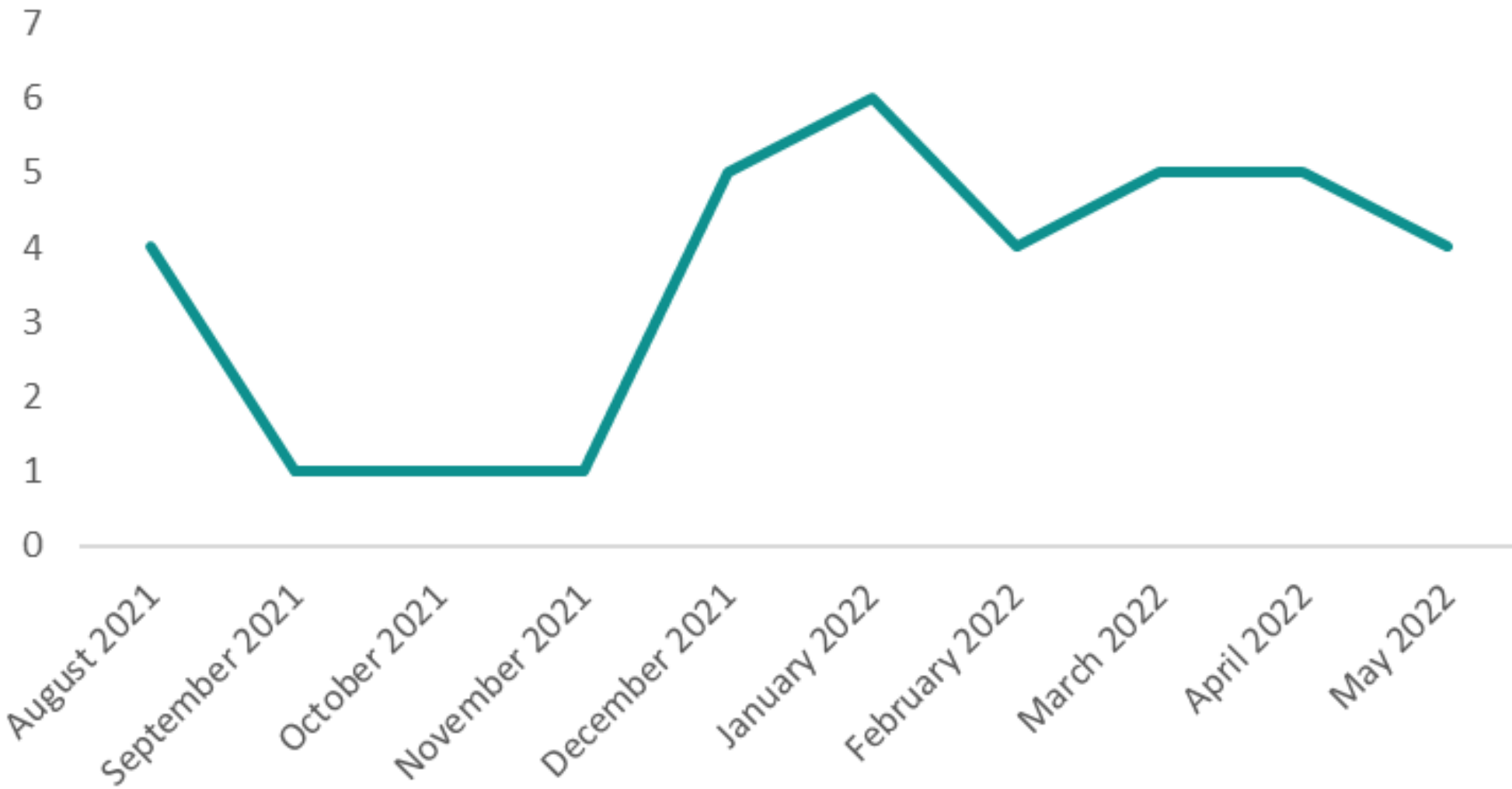
- **10** proactive outreach calls
- **1,276** employees
- **3** Active leads

Ploger Transportation Project

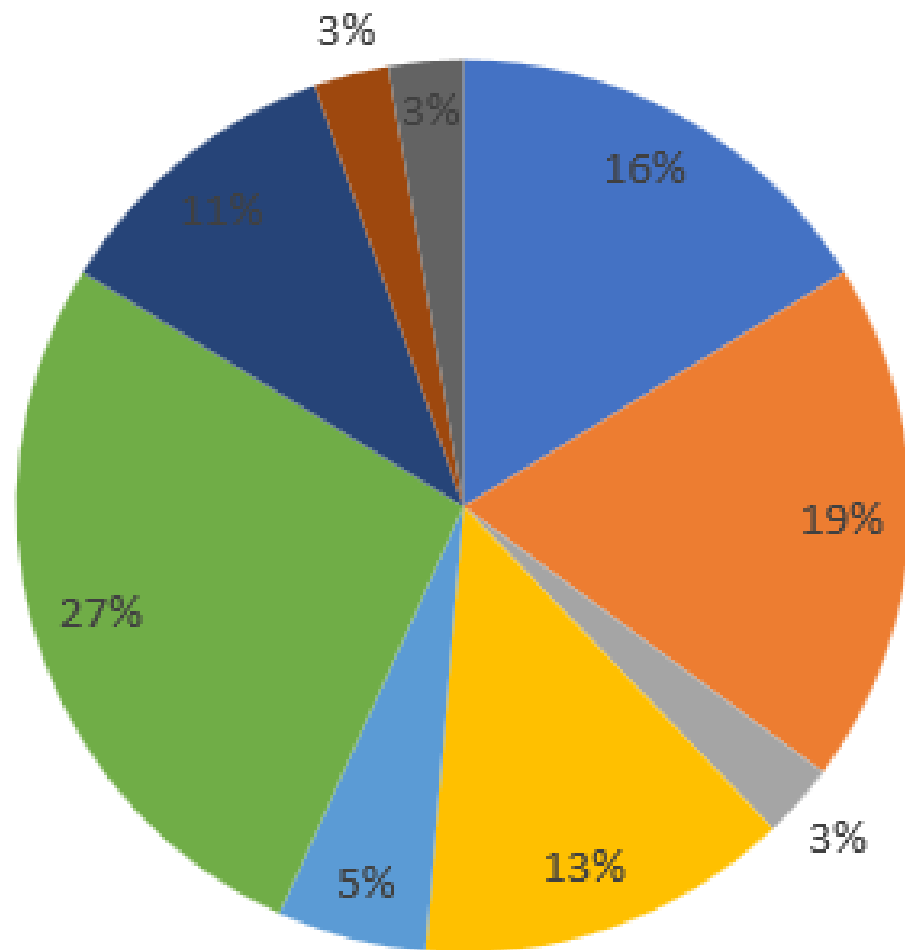
- 76 Jobs Retained
- 40 Jobs Created
- \$11 million + Investment
- \$50,000 JobsOhio Inclusion Grant



Points of Assistance

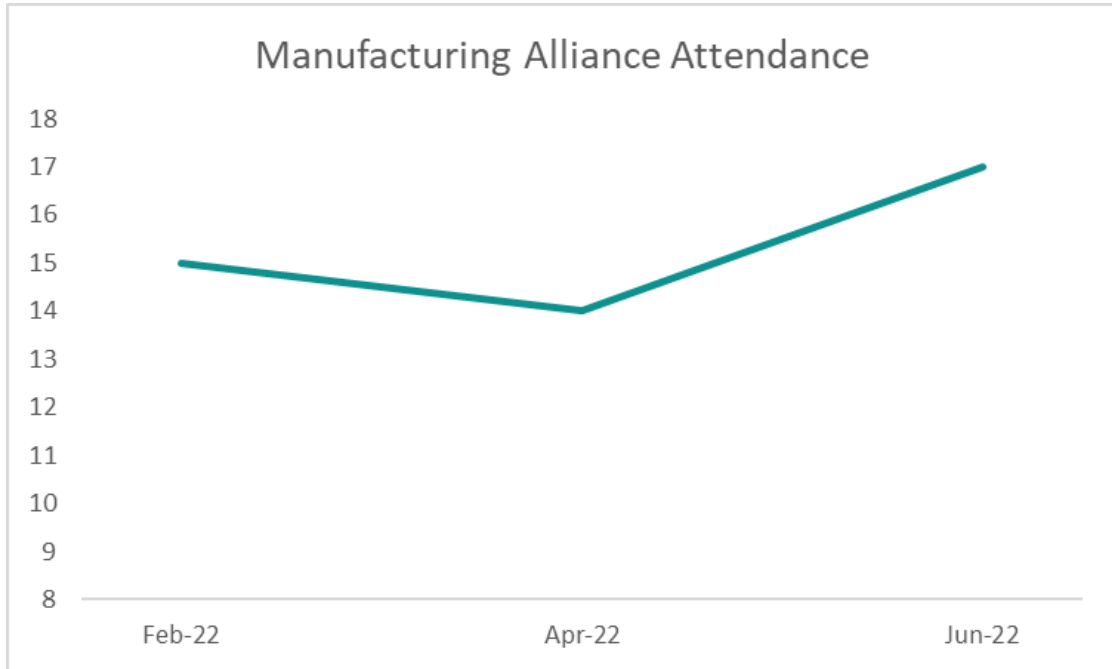


Points of Business Assistance



Assistance Type

- Critical Connection - B2B
- Critical Connection - State or Local
- Letter of Support
- Project Consult
- Promotion
- Research
- Targeted Outreach
- Workforce - Rapid Response
- Workforce - Recruitment



Firelands
Manufacturing Alliance



Lessons from Corporate Recruiting
Michael Hart
Regional Talent Manager, Team NEO



Innovating in Curriculum to Meet Actual Workforce Needs
Norman Jones
Dean & Director of the Mansfield Campus
The Ohio State University

Wednesday, June 8
9:30am-11am

12 Benedict Ave
Norwalk, Ohio

Alissa Fisher selected as new coordinator for RISE entrepreneurship program

Alissa Fisher has been hired to serve as coordinator of RISE.

RISE, which stands for Regional Incubator for Sustainability and Entrepreneurship, is a program that offers support for entrepreneurs and businesses by linking them to a wide range of assistance and skilled providers with expertise in business start-up, development and acceleration.

The program is operated by Erie County Economic Development Corporation (ECEDC), [Norwalk Economic Development Corporation](#) (NEDC) and BGSU Firelands.

Fisher comes from a background in design and account management. Her skills in organization and communication will help her support RISE clients in their pursuit of starting, growing, and maintaining their businesses, according to ECEDC and NEDC officials.

"I am excited for the opportunity to help aspiring entrepreneurs in my community fulfill their dreams," Fisher said.

Fisher graduated from Hillsboro High School in Hillsboro, Ohio, as well as Bluffton University.

The logo for RISE (Regional Incubator for Sustainability and Entrepreneurship) features the word "RISE" in a large, white, serif font. A stylized arrow, colored in a gradient from red at the bottom to yellow at the top, points upwards through the letter "I".

Events & Programming

- 11 Events YTD in 2022
- 239 attendees
- Topics:
 - Business planning
 - Financial planning
 - Marketing Vision Board Workshop
 - Building & Protecting Your Brand
 - SBA Programs
 - Creating, Maximizing & Maintaining your Online Presence
 - Entrepreneur Speaker Events



Business Advising & Community Engagement

- 59 advising appointments YTD in 2022
- Consultative topics:
 - Viability
 - Market research
 - Business Planning
 - Finance & Accounting
 - Sales & Marketing
- 14 community meetings



DEVELOPABLE SITE

NORTH CENTRAL OHIO INDUSTRIAL PARK

Welcome to North Central Ohio Industrial Park – boasting 84 contiguous acres, it has been deemed among Ohio’s top sites with all utilities reaching to the park boundaries, all due diligence studies completed with clear findings, and access to a large regional labor force.

\$15,000 / acre

Zoned Industrial

Furniture Pkwy

Furniture Pkwy & Woodlawn Ave, Norwalk, OH 44857

84 Contiguous Acres

All utilities to site boundaries

265,474

Regional Labor Force within 45 minutes drive

[DOWNLOAD PDF](#)



A NiSource Company

I confirm the following information is accurate as of June 1, 2022.

Submission	North Central Ohio Industrial Park
Natural gas line to industrial park or site boundaries Yes or No	Yes
Name of provider	Columbia Gas of Ohio, Inc.
Name of utility contact representative providing information	Tommy Young
Size of line at the industrial park or site boundaries	6"
Available PSI currently at the industrial park or site boundaries	5 PSIG
Available capacity (MCF) at the industrial park or site boundaries	1,000-10,000 MCF/month

Signature _____

Aaron Osborn
Public Works Director
38 Whittelsey Ave.
Norwalk, OH 44857
419-663-6736
publicworksdirector@norwalkoh.com



CITY HALL
PO Box 30
38 Whittelsey Avenue
Norwalk, Ohio 44857
(419) 663-6700
FAX (419) 663-6788

Regarding the North Central Ohio Industrial Park, I confirm the following information is accurate and corresponds identically to the data template submission as of 6/1/2022:

Current Industrial Park Site Site Information Questionnaire		
Criteria	Response	Comments
Name of Industrial Park or Stand-Alone Site Submission as Identified in Zoom/Prospector	North Central Ohio Industrial Park	
Sewer Questions		
Sewer line to industrial park or site boundaries	Yes	Akron Rd.
<i>If no, distance in feet</i>		
Name of provider	City of Norwalk	
Name of utility contact representative providing information	Aaron Osborn	
Title of person responding	Public Works Director	
Contact phone number	419.663.6735	
Contact email address	publicworksdirector@norwalkoh.com	
Size of line (inches) at the industrial park or site boundaries	12"	
Total capacity serving the industrial park or site (indicate gpd or mgd in comments)	0	
Available excess capacity at the industrial park or site boundaries (include gpd or mgd in comments)	800,000	GPD

Sincerely,

Aaron Osborn
Public Works Director

Aaron Osborn
Public Works Director
38 Whittelsey Ave.
Norwalk, OH 44857
419-663-6736
publicworksdirector@norwalkoh.com



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Current Industrial Park Site Site Information Questionnaire		
Criteria	Response	Comments
Name of Industrial Park or Stand-Alone Site Submission as Identified in Zoom/Prospector	North Central Ohio Industrial Park	
Water System Questions		
Water line to industrial park or site boundaries	YES	Akron Rd. and Furniture Dr.
<i>If no, distance in feet</i>		
Name of provider	City of Norwalk	
Name of utility contact representative providing information	Aaron Osborn	
Title of person responding	Public Works Director	
Contact phone number	419.663.6735	
Contact email address	publicworksdirector@norwalkoh.com	
Size of line (inches) at the industrial park or site boundaries	12"	
Total capacity serving industrial park or site (indicate gpd or mgd in comments)	0	
Available excess capacity at the industrial park or site boundaries (include gpd or mgd in comments)	750,000	GPD

Sincerely,

Aaron Osborn
Public Works Director



June 15, 2022

Ms. Sarah Ross
Executive Director
Norwalk Economic Development Corporation
12 Benedict Avenue
Norwalk, OH 44857
director@norwalkedc.com

RE: NORTH CENTRAL OHIO INDUSTRIAL PARK-FURNITURE PARKWAY SITE

Dear Sara:

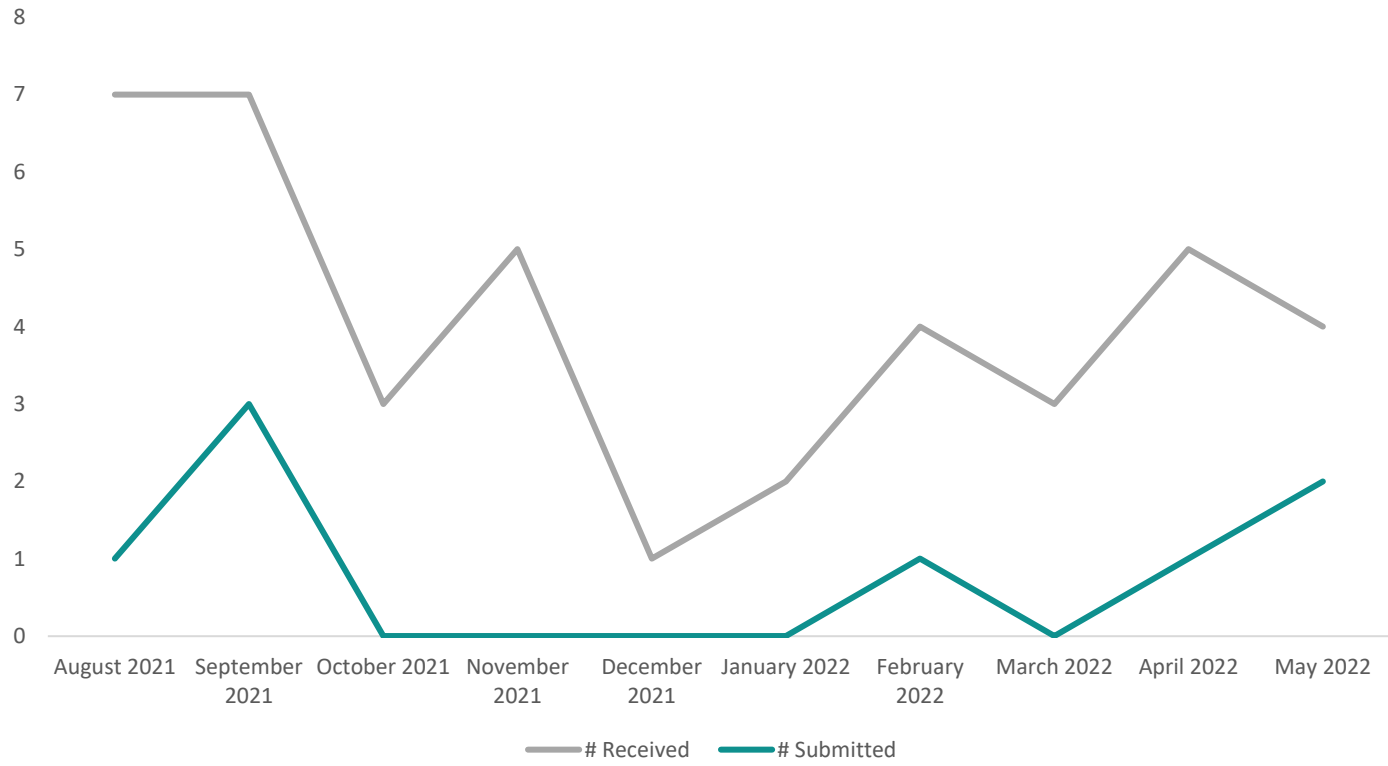
FirstEnergy/Ohio Edison can service up to a two and a half megawatt electric load through a 12.5KV distribution circuit located at the site. For larger electric loads beyond two and a half megawatts, a 69KV transmission line, located approximately one mile away to the north and west, could be extended to the site. Specifics (i.e. - scope of work, timing, and costs) regarding such a project would be outlined in future engineering study.

Please feel free to reach out to me with any questions that you may have.

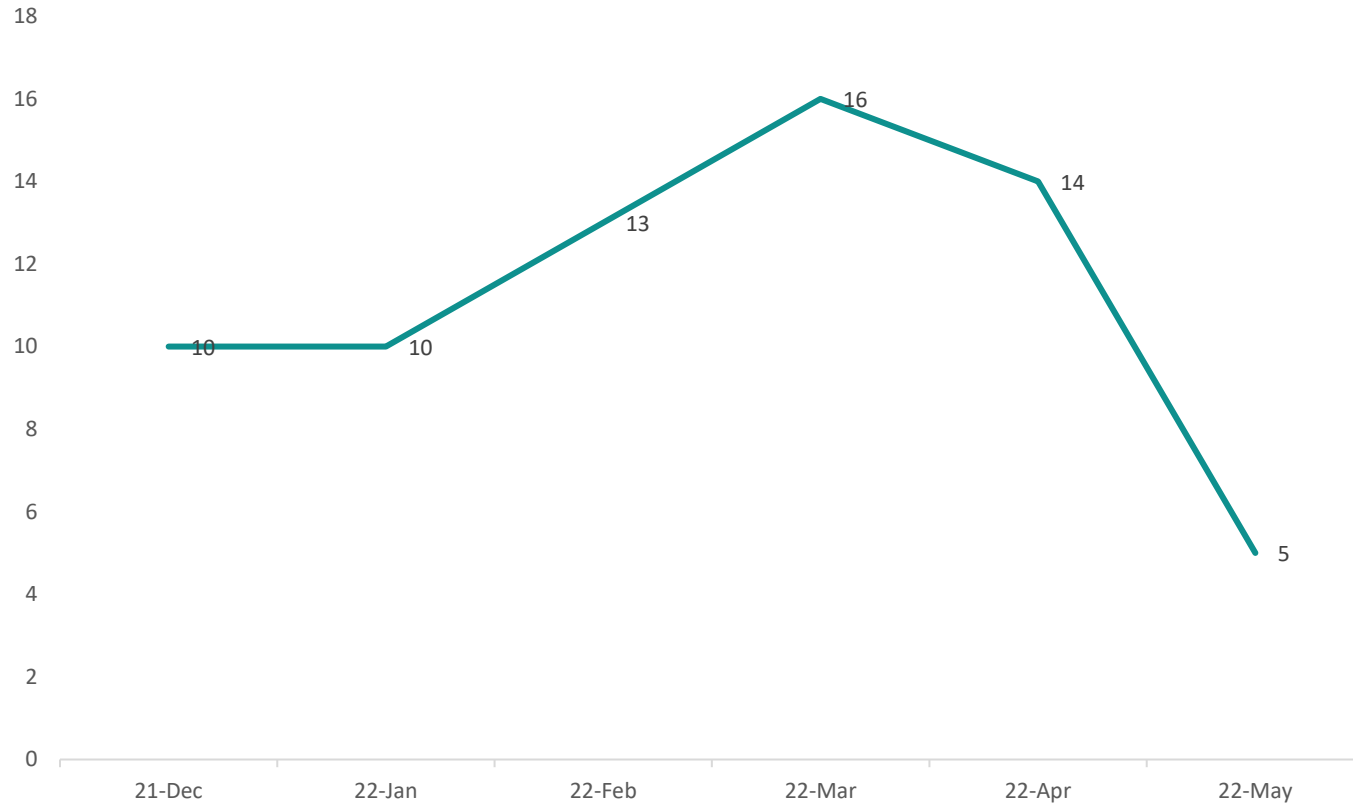
Sincerely,

Hans Rosebrock
Advisor, Economic Development
Office: 419-349-5220 (863-5230) | cell: 419-261-0293
hrosebrock@firstenergycorp.com
6099 Angola Road, Holland, OH 43028 | mailstop: A-HLOC-2300 / Holland Operations Center

Attraction Leads



Businesses Founded - Norwalk





Steward inspired investments for sustainability, longevity, and amplification

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Re-envisioning S Benedict Ave – Norwalk's Southern Corridor



JobsOhio Network Partner

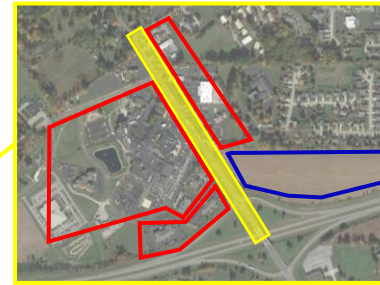


FISHER | TITUS

NORWALK
ECONOMIC DEVELOPMENT CORPORATION



Downtown Norwalk, OH



Proposed Project Site

US20/18

Southern corridor,
entrance to the City



Inclusive Project Planning

A community-wide strategic review of planned and potential public & private investments to guide decision-making & redevelopment efforts.

2022 Strategic planning effort will produce “District Plan” including:

- Overall vision, development principles, and objectives
- Corridor context and land use plans
- Target site development approaches
- Corridor design strategies
- Benchmarking and character images to convey design intent
- Concept-level cost estimates for any proposed corridor improvements which at a minimum will include
- schematic design of a future streetscape
- Phasing recommendations
- Preliminary code recommendations



Drug-Free Workplace Training
1 hr & Supervisor
Grant Funded, No Cost to Employer

Drug-Free Training

Tues, Feb 22, 7:15 am
@ Mark's Excavating -
Open to all employers,
NEDC sponsored thru
grant funding

RSVP



Coffee & Conversation
February 24, 2022 starting @ 8am

CONNECT WITH TOP LOCAL ORGANIZATIONS LEADERS
MEET WITH LOCAL BUSINESS LEADERS
HEAR FROM LOCAL GOVERNMENT OFFICIALS
MEET WITH LOCAL COMMUNITY LEADERS
THURSDAY, FEBRUARY 24, 2022 8:00 AM - 9:00 AM
THEFT COUNTY CHAMBER OF COMMERCE
100 W. STATE ST., BLOOMING, OH 44803

Chamber Hosting

Casual gathering to connect with local organization leaders & resource providers -
Thurs, Feb 24 @ 8am

RSVP



Join for **Marketing with May**
What's Your Vision Workshop
Make a plan to build for your business & discuss the basics of building a strong marketing strategy
Register Now

Vision Boards & Marketing Plans

Entrepreneurs & Small Biz join us Fri, Mar 4 @ 4pm to build your vision & a plan to go with it

RSVP



Virtual Roundtable
March 24th
8:30AM-10:00AM



Regional Data Gathering

Large employers - we're working with The Fund for Our Economic Future to gather actionable data & support you - Thurs, Mar 24 @ 8:30am

RSVP



Links & News

- NEDC Director Sarah Ross shared our new Strategic Plan and her outlook for the year

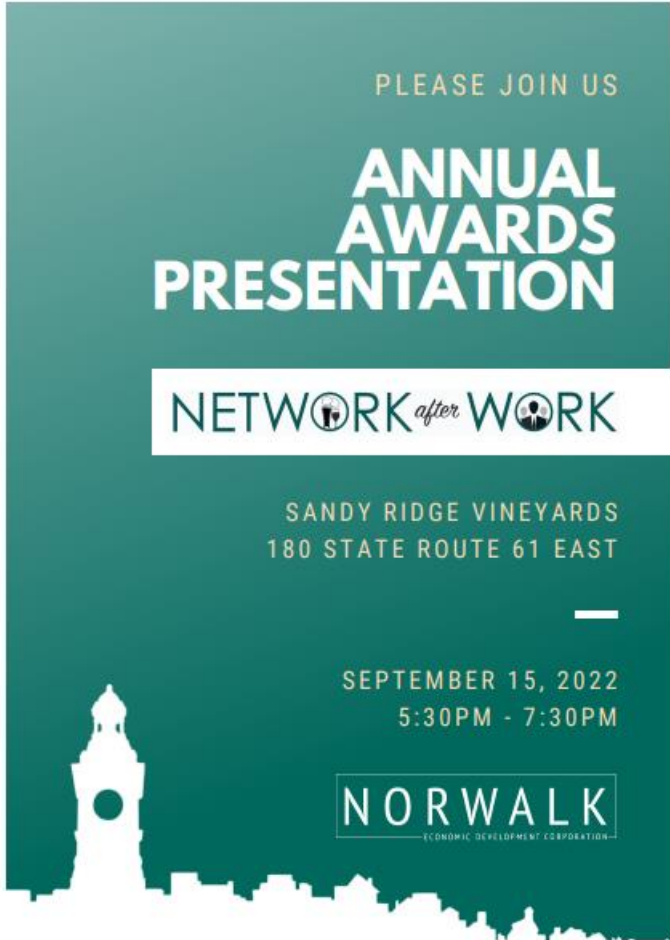
PLEASE JOIN US

ANNUAL AWARDS PRESENTATION

NETWORK *after* WORK

SANDY RIDGE VINEYARDS
180 STATE ROUTE 61 EAST

SEPTEMBER 15, 2022
5:30PM - 7:30PM



Welcome New Investors



TUCKER ESCROW & TITLE SERVICES





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NORWALK

ECONOMIC DEVELOPMENT CORPORATION

Director's Report
For May 2022

Business Retention & Expansion

- Proactive Business Development meetings with Team NEO:
 - Borgers Ohio Inc
 - NISSHA Medical Technologies
- Coordinated Congressman Bob Latta visits to Fier Titus Board, Ploger Transportation, Norweco, and roundtable at Janotta & Herner – 22 attendees
- Scheduled & prepared agenda with Norman Jones, Ohio State University for Firelands Manufacturing Alliance
- Sent "[Manufacturing Industry Updates](#)" e-mail – 110 sent, 27 opens, 26.7% open
- Completed 2 Drug Free Workplace Training reimbursements

Workforce Development

- Coordinated efforts with Firelands Forward:
 - Attended Frontline Worker working group meeting
 - Visited Willard Child Development Center
 - Conducted 306 S Norwalk walkthrough
 - Made introductions for GIS project
- Supported Norwalk High School Job Fair - [Article](#)
- Conducted 3 Make. Build. Thrive focus groups with High School seniors
- Facilitated Huron County BAC:
 - Hosted Teacher Manufacturing & Business Bootcamp Prep Call
 - Hosted full partners meeting at Janotta & Herner – 19 attendees

Partnership

- Compiled **supplemental information** for Inclusive Project Planning Grant Application
- Held two introductory meetings with HCDC Executive Director, Alex McCoy
- Working on action item to code NEDC strategic priorities to align with BGSU Firelands and Firelands Forward to coordinate for Federal Grant opportunities
- Prepared top employers **list** for Huron County auditor
- Fee for Service arrangement with ECEDC approximate hours: 8.5
- Board & Committee participation: City of Norwalk Business Development Committee, Firelands Forward Advisory Board, Huron County Transportation Stakeholders quarterly, NASA Armstrong Advocacy Coalition, Norwalk Rotary Club, WIOA

New Business

- Updated **capacity letters** for gas, water, and wastewater for North Central Ohio Industrial Park, electric pending

- Arranged site marketing tools overview meeting with local property owner, Team NEO, and JobsOhio, follow up site visit scheduled
- Attended Furniture Pkwy strategy meeting with city – prepared site marketing tactics **report**
- 3 statewide leads, 2 RFI's submitted
- 1 local site search
- Finalized **new business letter template** and mailed January – March 2022

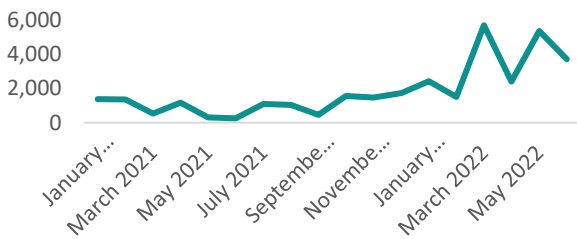
Small Business

- 10 RISE appointments (3 Huron County)
 - Additional support included business planning, vendor's license application navigation, and business to business connection.
- Events & programming
 - May 27th: SBA Programs Webinar featuring presenters from the U.S. Small Business Administration, The Small Business Development Center at Terra State Community College, The Ohio University Procurement Technical Assistance Center at Cleveland. **Recording.**
- Presented RISE to GeoTrac Foundation in follow up to August 2021 funding request
- Published online series – [10 tips](#) & [10 reasons](#)
- Attended Huron County/Erie County small business support coordination meeting (coordinate by partners - SCORE, SBDC)

Organizational Sustainability & Marketing

- Published online series – [Employed Enlisted Enrolled](#)
- Confirmed Network After Work logistics
- Attended community events: First National Bank Ribbon Cutting, Mi Pueblo Ribbon Cutting, Rotary Club Pizza & More, Mini Main St Kids Community presentation and tour

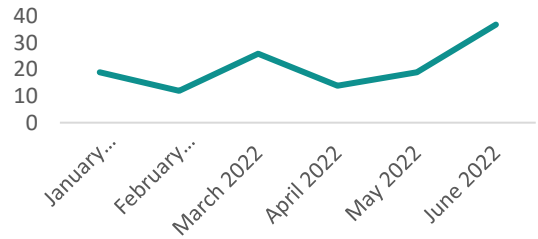
Facebook Page Reach



Website Users



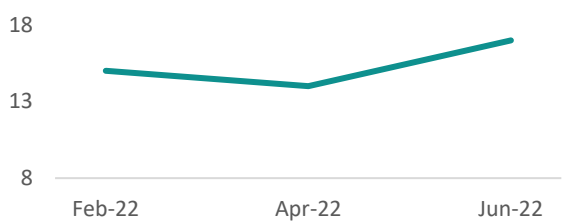
LinkedIn Views



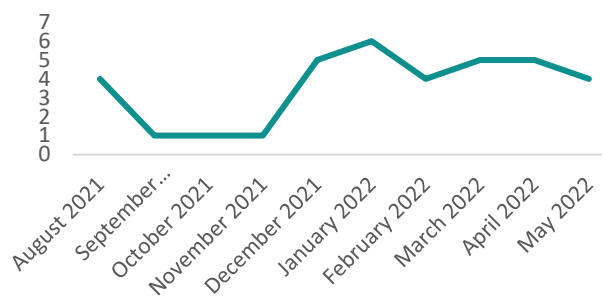
BRE Company Count



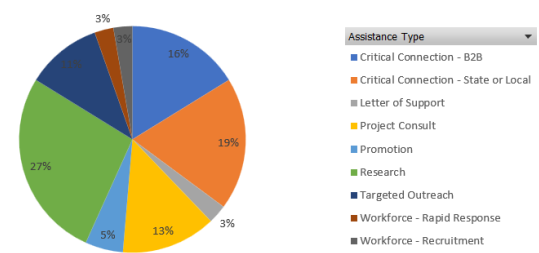
Manufacturing Alliance Attendance



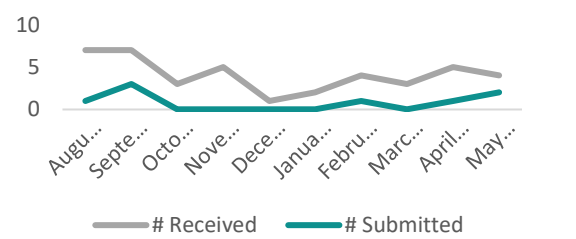
Points of Assistance



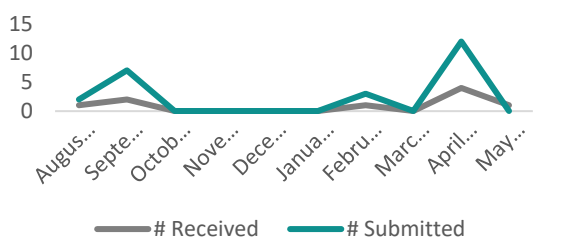
Points of Business Assistance



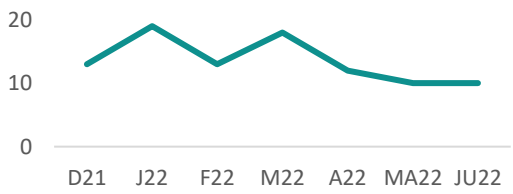
Attraction Leads



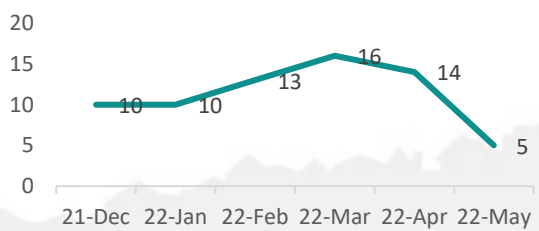
Local Site Searches



2021-2022 RISE Appointments



Businesses Founded - Norwalk





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THANK YOU

Sarah Ross

Executive Director

(419) 668-9858

director@norwalknedc.com

