

ECONOMIC DEVELOPMENT DEPARTMENT PRESENTATION
HUDSON CITY COUNCIL WORKSHOP
JUNE 11TH, 2013

I BACKGROUND MATERIALS

a. Description of Department

- i Duties and responsibilities: To provide professional assistance to all levels of City Government that will allow for the enhancement of the quality of life of Hudson residents and businesses by promoting a business friendly environment. To be the liaison between the administration and local, regional and state economic development organizations.
- ii Programs and services offered: The department administers all incentive programs used to assist existing business expansion and new business attraction. This includes making recommendations to City Council, Chairing the Tax Incentive Review Council (TIRC) and to file annual reports required by the State of Ohio. To promote and execute the business retention and expansion (BRE) program by conducting face-to-face visitations with Hudson businesses and to provide existing, as well as new businesses a single point of contact for development issues and coordinating the delivery of services as necessary. To provide direction to the Economic Growth Board on events such as the annual Business Appreciation Awards Breakfast which is now collaboration with the Hudson Chamber of Commerce and the Realtor/Developer Summit as well as initiatives currently being worked on such as Hudson at Build Out and possible economic development metrics.
- iii Objectives: To develop an atmosphere where existing businesses not only can, but want to grow and expand their businesses here. To expand the tax base through assistance to existing businesses and the attraction of new, targeted industries.
- iv Staffing: The department is made up of me and a contracted employee whose time is shared with the Communications Department.

- v Performance statistics: Business retention visits for the last three were, 30 – 2010, 24 – 2011, and 25 – 2012. Also, during that time, 139 more businesses were contacted over 500 times in an attempt to set up visitations. New businesses who committed to Hudson in 2012 were, Brew 1 Coffee, Crystal Clinic Orthopedic Center, Primrose School, Collection Auto Group, Heritage of Hudson and Catastrophe Management Solutions. These new businesses will produce 400+ new, full-time equivalent employees in Hudson. Also in 2012, after approximately eighteen months of discussion, Allstate Insurance committed to investing \$20 million in their existing data center and to retaining 1300 employees. Since that announcement Allstate has undertaken more renovations to their campus and this year will add additional parking that will allow for the hiring of a yet-to-be-determined number of new employees.

b. SWOT Analysis

- i Strengths: I believe the strength of the department absolutely lies in our high level of customer satisfaction, based on opportunities to provide assistance to our businesses. There is a high level of competence as well as a result of my training and experience. The department also enjoys a good reputation within the community.
- ii Weaknesses: I believe the most glaring weakness within the department is the lack of a succession plan. I will be 68 on my next birthday, and though I have no plans to retire at this time, I think it would be beneficial to have someone trained and ready to step in. We haven't been successful in convincing the majority of our business community of the benefits of our business visitation program. We're looking at different approaches to accomplish this.
- iii Opportunities: I believe a great opportunity exists if we move forward with our marketing initiative, in some form. Expanded use of technology in getting our message out is another opportunity.
- iv Threats: The biggest obstacle to sustainable development in Hudson continues to be the high cost as a result of having the

highest real property taxes in Summit County and one of the highest in all of northeast Ohio. Development programs, offered by JobsOhio remain in a state of flux. Stability with programs is very important.