

# What's Up (and Down) in Stark



# What's Up Tonight?

## RULES OF THE EVENING

- Pretend you are a contestant on the *Price is Right*
- Throughout the program you will be asked to guess Higher or Lower on key stats in Stark County by raising your voting paddle.
- Those that choose to not participate will have their real estate tax appraisals raised in 2023.
- There will be some not so fabulous prizes for correct answers.
- Goal is to have some fun and learn about opportunities and challenges we face in Stark
- Practice Vote - Host You Like the Most! Bob or Drew?



# What's Up with Stark Economic Development Board?

***SEDB Mission: We strengthen Stark County  
by driving business growth and  
leading its economic transformation***

***Focus: We place our attention on businesses that export  
goods and services that are moved out of Stark County  
and import dollars into Stark County***



# Flow of Money - Fill It Up

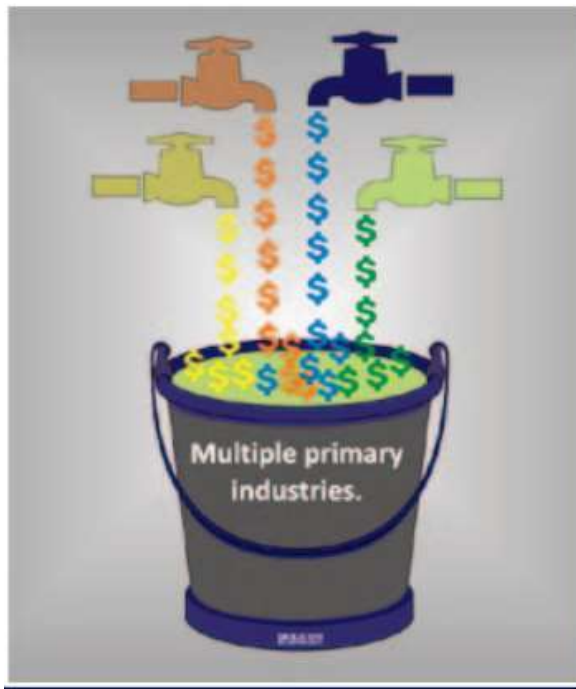
How can we improve a local economy?

It is very simple.

**Create more primary industry jobs, which pay a wage higher than the area average wage.**

By doing this...

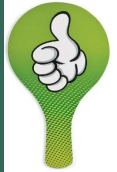
- More money will flow into the economy and the quality of the economy will improve over time
- Not only will the wages for the workers enter the bucket of wealth, so will all the spending and taxes paid by the companies themselves.
- As a result, all businesses will grow, more taxes will flow to local government enabling more and better services, schools will improve, and socio-economic problems will begin to fade.



# Higher or Lower

There are 11,232 Businesses in Stark County





# There are 15,526 Businesses in Stark County. 587 have revenues over \$7 Million

|                                                      | Major Anchor Organizations                                                                                                                            | Mid-Size Organizations                                                                                               | Smaller Organizations                                                                                   | Total                |
|------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|----------------------|
| Revenue Tiers                                        | > \$50MM                                                                                                                                              | \$7-50MM                                                                                                             | <\$7MM                                                                                                  |                      |
| Number of Business                                   | 82<br>(0.05%)                                                                                                                                         | 505<br>(3.3%)                                                                                                        | 14,939<br>(96.2%)                                                                                       | 15,526<br>(100%)     |
| Revenue of Businesses in the category                | \$13.2 BB<br>(41.0%)                                                                                                                                  | \$8.5 BB<br>(26.4%)                                                                                                  | \$10.1 BB<br>(31.4%)                                                                                    | \$32.24 BB<br>(100%) |
| Total number of individuals employed in the category | 22,765<br>(12.5%)                                                                                                                                     | 32,222<br>(17.7%)                                                                                                    | 126,373<br>(69.7%)                                                                                      | 181,360<br>(100%)    |
| Outreach Objective                                   | <ul style="list-style-type: none"> <li>Engage and identify strategic alignment opportunities that support regional economic stabilization.</li> </ul> | <ul style="list-style-type: none"> <li>Provide interventions that help businesses stabilize and expand.</li> </ul>   | <ul style="list-style-type: none"> <li>Deliver scalable solutions that can be widely adopted</li> </ul> |                      |
| Outreach Approach                                    | <ul style="list-style-type: none"> <li>High level one on one discussions</li> </ul>                                                                   | <ul style="list-style-type: none"> <li>Core focus of the BR&amp;E team</li> </ul>                                    | <ul style="list-style-type: none"> <li>Industry roundtables (e.g. retail)</li> </ul>                    |                      |
| Consideration                                        | <ul style="list-style-type: none"> <li>Predominantly in profit optimization mode (cost reductions, etc.)</li> </ul>                                   | <ul style="list-style-type: none"> <li>Revenue growth most directly translates to increase in employment.</li> </ul> |                                                                                                         |                      |

# How Can We Help ?

JOBS OHIO GRANTS  
JOBS OHIO FINANCING  
STATE TAX CREDITS  
LOCAL INCENTIVE PACKAGES  
SITE BUILDING SELECTION  
TALENT RECRUITMENT-TEAM NEO/OHIO MEANS JOBS  
TRAINING GRANTS  
ATTRACTING NEW COMPANIES TO STARK  
CONCIEGE FOR BUSINESS



# Ohio is Up

## Recognition

**#1 Governor's Cup**



**#3** Business Climate



**#4 Prosperity Cup**



**#6** Business Opportunity



**#7 Best for Business**

Chief Executive

**#9** Best for Business



**#10** Top for Business



A rendering shows early plans for two new leading-edge Intel processor factories in Licking County, Ohio. Announced on Jan. 21, 2022, the \$20 billion project spans nearly 1,000 acres and is the largest single private-sector investment in Ohio history. Construction is expected to begin in late 2022, with production coming online at the end of 2025. (Credit: Intel Corporation)

# 3 Record Years for Stark County

## SEDB METRICS

In the last 3 years: 2817 New Jobs / \$127.7 M New Payroll / \$20,954,948 State Grants

| Metrics      | Companies Visited | State Support Secured | New Jobs Committed | New Payroll Committed<br><small>Average Wage Target<br/>\$17 per Hour</small> | Capital Expenditures |
|--------------|-------------------|-----------------------|--------------------|-------------------------------------------------------------------------------|----------------------|
| 2017         | 75                | \$135,000             | 204                | \$10,990,000                                                                  | \$24.9 Million       |
| 2018         | 140               | \$3.8 Million         | 530                | \$24,339,888                                                                  | \$50.9 Million       |
| 2019         | 205               | \$4 Million           | 568                | \$30,381,840                                                                  | \$115.7 Million      |
| 2020         | 211               | \$12,458,724*         | 913                | \$43,197,865                                                                  | \$184.2 Million      |
| 2021         | 205               | \$ 4,496,224          | 1336               | \$54,123,480                                                                  | \$146.1 Million      |
| 2022 Targets | 200               | \$ 4,000,000          | 575                | \$25,000,000                                                                  | \$ 96 Million        |

## 2019 - 2020 STARK WINS

 **AmbaFlex**  
SCIENCE IN SPIRALS

**KOHLER  
COATING** 

  
**POLY-TECH  
AMERICA**

  
**POLYMER  
PACKAGING, INC.**

  
**IML  
CONTAINERS**

  
**SHEARER'S**

 **Sare  
Plastics** 

  
**STOLLE MACHINERY**

**DIEBOLD  
NIXDORF**

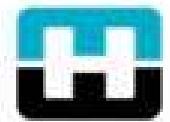
**Charter**  
COMMUNICATIONS

  
**GOJO**

  
**JIT  
PACKAGING**

 **HENDRICKSON**

**SOLMET**  
TECHNOLOGIES®

  
**HOWMET  
AEROSPACE**

 **TRACTOR  
SUPPLY CO.**

  
**UNION METAL**

  
The Schroer Group

  
**Superior**

## 2021 STARK WINS



## Higher or Lower

In 2021, approximately \$100 M was added in commercial construction yielding \$1.5 M in real property tax for the county





## **\$2.5 Million in real estate taxes for our Schools, Townships and other Public Services**



**AMAZON CANTON DISTRIBUTION FACILITY**  
**1.1 Million Square Foot/\$100 Million Cap Ex**  
**1000 Jobs-\$37,440,000 Annual Payroll**  
**Scheduled to Open 2023**



**TRACTOR SUPPLY DISTRIBUTION FACILITY**  
**1 Million Square Foot/\$67.5 Million Cap Ex**  
**375 Jobs-\$13,900,000 Annual Payroll**  
**Scheduled to Open Summer 2022**

**Add \$167.5 Million in Cap Ex 1375 New Jobs / \$51.3 Million in New Annual Payroll**  
**Shearer's Foods Plant Built 2 Years Ago contributes \$250K per year even with Tax Abatement**



# 2022 SEDB DELIVERABLES

STRATEGY

1

## Attract New and Grow Existing Traded Sector Businesses to Stark County

### Supporting Metrics

- Make 200 Business Retention And Expansion Calls
- Bring \$4 Million In Jobs Ohio Grant Money to Stark County/575 New jobs with an average wage of \$17 and above representing a minimum of \$25 Million in new payroll and projects that generate \$95 Million in Cap Ex
- Continue outreach campaign and get 8 prospect meetings with plastics companies that would benefit from Shell Cracker Plant opening

STRATEGY

2

## Increase Site inventory in Stark County.

### Supporting Metrics

- Apply and win a Jobs Ohio Brownfield Revitalization grant for existing Stark County vacant site
- Identify and market an additional 200 acres site to add to portfolio
- Market and add a spec building of 200,000 square feet to add to portfolio
- Explore possible locations for a Mega-site and continue Jobs Hubs site work

STRATEGY

3

## Connect companies to local contractors and government departments to help make building in Stark County easier.

### Supporting Metrics:

- Publish local contractor directory by Q3 2022 for companies expanding/developing in Stark County
- Publish guide that outlines plans and permitting process and costs by Q4 quarter 2022

STRATEGY

4

## Market and drive enrollment in "in-demand" jobs/careers.

### Supporting Metrics

- Add 10 companies to Manufacturing Sector Partnership and integrate into Stark Career Connect forum

## Higher or Lower

When completed, the Hall of Fame Village project will bring in an additional \$50 Million to our Tax Base

**Tourism Imports Money To Our Community**



**Mouse Makes  
\$\$\$ for  
Kissimmee Florida**



**Football Should Make  
\$\$\$ for  
Stark County**





# When completed the Hall of Fame Village project will bring in an additional **\$97 Million** to our Tax Base

## Destination-Based Entertainment Assets

CONSTRUCTION SPEND TO EXCEED \$500M SINCE 2016



Located within an opportunity zone & Ohio's only tourism development district

### Phase I

Completed • \$250M Assets already created

- 1 Pro Football Hall of Fame\*
- 2 Tom Benson HOF Stadium
- 3 Hall of Fame Village Sports Complex
- HOF Village Media\*\*

### Phase II\*\*\*

In Process • \$330M Expected Construction Spend

- 4 HOF Indoor Waterpark
- 5 The Eleven, a Hilton Tapestry Hotel
- 6 Constellation Center for Excellence
- 7 Center for Performance
- 8 Fan Engagement Zone (Retail Promenade)
- 9 Play-action Plaza

### Phase III

Up to \$300 Million in new assets across 600 acres of available land.

May include a potential mix of residential space, additional attractions, entertainment, dining, merchandise and more.

**HALLOF FAME**  
RESORT & ENTERTAINMENT CO.

\* Owned by Pro Football Hall of Fame

\*\*HOF Village Media is not a physical part of the Hall of Fame Village powered by Johnson Controls but is a Phase I asset of the company.

\*\*\*Doubletime by Hilton hotel opened in downtown Canton in November 2024.

## Taxes and Fees

ESTIMATED TAXES FOLLOWING CONSTRUCTION



Notes: Taxes analysis performed by Ice Miller. Time period is from start of construction through 2028.

**Significant Benefit to the City and County Without Raising Taxes**



# Strengthening Stark Lifts Us Up?

Selected by funders and foundations, SEDB was asked to oversee the efforts of Strengthening Stark.

The Strengthening Stark movement helps coordinate and align community initiatives and individual work for the benefit of the entire county focusing on factors that have the biggest impact:





**OUR MISSION** – a growing, younger and more prosperous community

**OUR VISION** – a vibrant economy for all

**OUR STRATEGIES**

- 4 Key Areas of Focus
- Metrics to measure our progress

**OUR INITIATIVES**

## Quality Places



STRATEGY

1

Attract/retention talent to increase percentage of population age 25-44.

### SUPPORTING METRICS

- Decrease Out Bound Population Migration Patterns
- Increase Percent Change in Population age 25-44

## Business Growth



STRATEGY

2

Expand and diversify employment in industries whose primary sources of revenue are outside our region.

### SUPPORTING METRICS

- Total Change in Employment
- Percent Change in Employment



STRATEGY

3

Drive and reward innovation and productivity growth

### SUPPORTING METRICS:

- Increase productivity in key sectors that drive growth into the economy
- Continued growth in total GDP

## Talent Development



STRATEGY

4

Market and drive enrollment in “in-demand” jobs/careers.

### SUPPORTING METRICS

- Increase Some College, Associates, & Bachelor's Degree Attainment

## Higher or Lower?

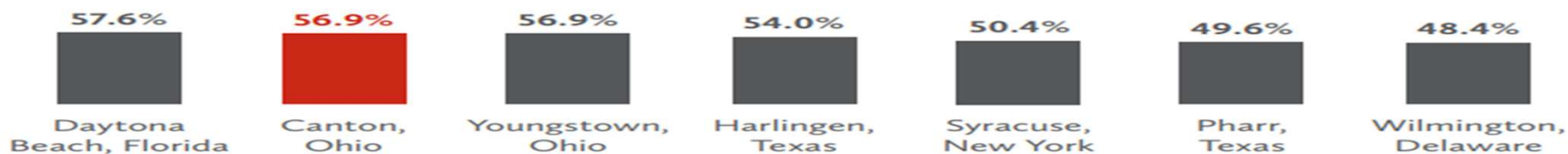
In 2019, for cities over 65,000 people, Canton/Stark County is ranked 10th nationally for Children Living in Poverty



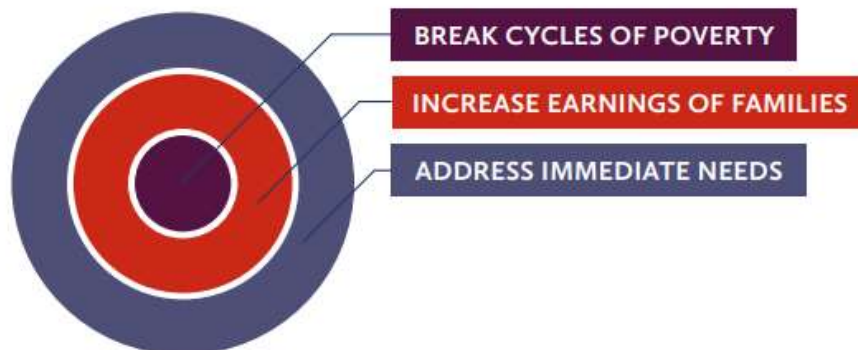


Sadly, we are ranked higher tied for 2<sup>nd</sup> with Youngstown at 56.9%.  
47% Of Children Living in Poverty are outside the City of Canton

### HIGHEST CHILD POVERTY RATE IN CITIES WITH POPULATION OVER 65,000 (2019 ESTIMATES)



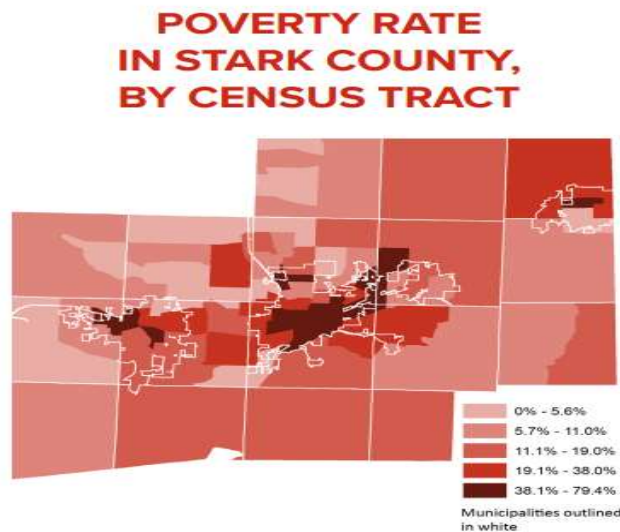
### TARGETS FOR A CHILD POVERTY REDUCTION PLAN



# Understanding and Collaboration are Up

## Turning data into information and information into insight

### Creating Quality Places



<https://tinyurl.com/StarkGIS2>

### Stark GIS

- County wide economic data
- Areas of Greatest Poverty
- Children living in Poverty
- Bus Routes and Stops
- Job Openings by Neighborhood
- Business Locations
- Household Income
- Minority Demographics
- Education Levels
- Preschools
- Economic Development Inventory

# Higher or Lower

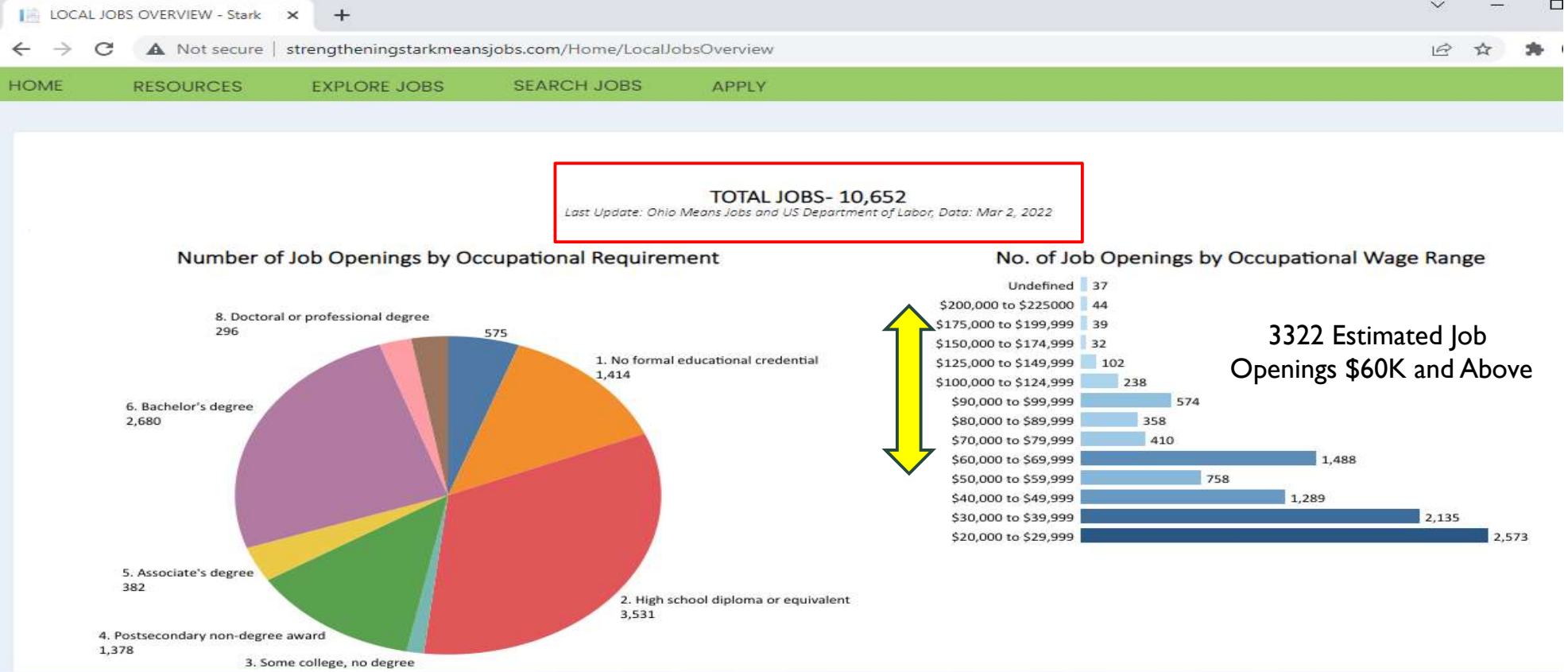
As of March 2<sup>nd</sup>, there are an estimated 5,326 job openings





# Double That Number – 10,652

## Upskilling & Connecting Residents to In-Demand Jobs lifts a Community



# STARK CAREER CONNECT

## Synergizing Our Talent Pipeline

### Connectors & Referral Agencies



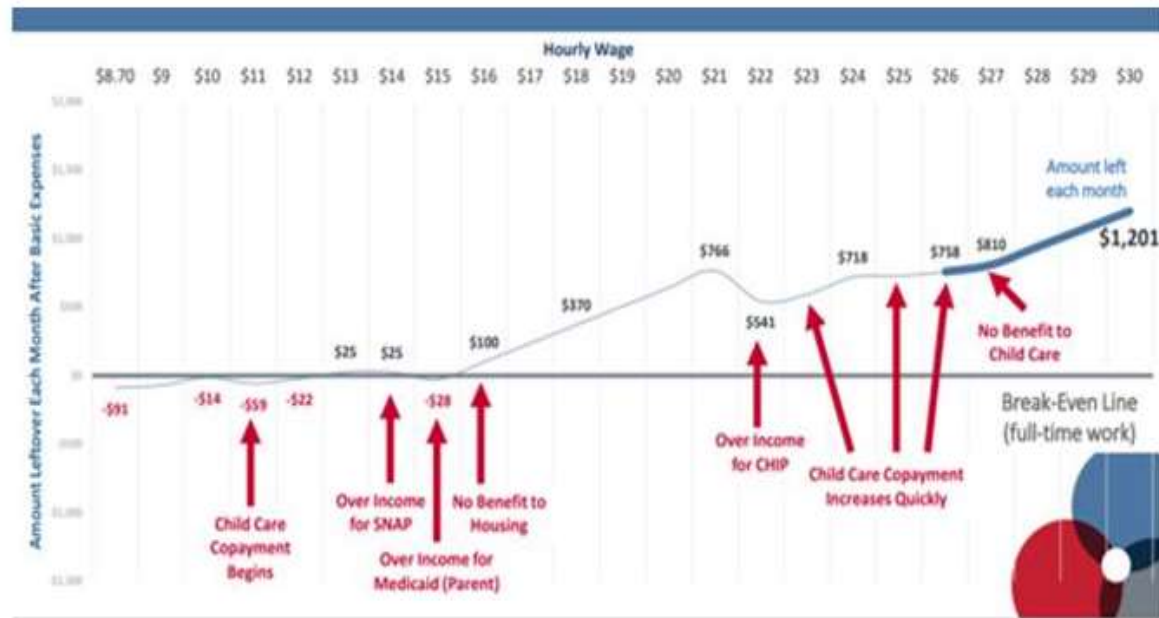
### Navigators, Educators & Support



### Employers & Jobs



## The Benefit Cliff makes for Ups and Downs when people try to Climb Out of Poverty



***One myth we must overcome is the widespread belief that if people are poor, it is because of bad decisions or laziness. The data shows the opposite. No one chooses to be poor. More than 15,000 poor adults in Stark County in 2018 worked at least part time for at least part of the year. Nearly 4,000 people worked full time for the whole year and still didn't earn enough to be above poverty.***

Stark Community Foundation Report  
[www.starkcf.org](http://www.starkcf.org)

# PROTECTING STARK'S FUTURE

A Call to Coordinate Child Poverty Strategies

2020 REPORT BY



THE CENTER FOR  
COMMUNITY SOLUTIONS  
RESEARCH • ANALYSIS • ACTION

## THUMBS UP TO GREAT PARTNERS

