

Weinland Park



Business Retention and Expansion Survey 2013 Report

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THE OHIO STATE UNIVERSITY

COLLEGE OF FOOD, AGRICULTURAL,
AND ENVIRONMENTAL SCIENCES

Business Retention and Expansion Program



Research shows EXISTING businesses create 60% to 90% of all new jobs.

Acknowledgements:

The writers of this report would like to thank the following for all their hard work establishing the program:

Susan Colbert, Program Director, University District, Ohio State University Extension

James Stiving, Undergraduate Student, Ohio State University, volunteer

The Huntington Foundation for their financial support

Woody Drake, Weinland Park Community Civic Association Business and Land Use Subcommittee Co-Chair

Evelyn VanTil, Weinland Park Community Civic Association Business and Land Use Subcommittee Co-Chair



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INTRODUCTION



Weinland Park, a neighborhood one mile north of downtown Columbus, has benefited from the asset of nearby anchor institution, The Ohio State University (OSU), and the decision of government and philanthropic investors to take a leadership role in revitalization by targeting resources in the neighborhood.

Retention of existing businesses and community encouragement of local firms' continued growth has become an essential aspect of many local and regional economic development programs. While attraction of new businesses is a highly visible aspect of most economic development programs, studies have shown that businesses that already exist in a community account for up to 80% of all net change in local employment, and up to 90% in rural areas (Kraybill, 2001).

Recognizing the importance of local businesses, the Weinland Park Community Civic Association Business and Land Use Subcommittee, in partnership with Ohio State University Extension established a Business Retention and Expansion (BRE) Program to assist these businesses in achieving their growth objectives and to improve the overall business environment in Weinland Park, Ohio.

BRE Program Objectives

The objectives of the BRE Program are to:

- Identify and address concerns and issues of existing businesses by creating a value-chain of partners, including local and state government as well as private organizations and enterprises.
- Identify opportunities to stimulate local job growth.
- Establish and maintain an ongoing program that develops and fosters long-term positive/productive relationships among public and private entities in area.

BRE Program Outcomes

Expected outcomes of the program are to improve services, grow existing businesses (e.g., new markets, new products, partnerships, spin-offs, suppliers, etc.), enhance organizational visibility, and retain and improve the quality of life in Weinland Park.

BRE Program Methods

In 2013, the Weinland Park Community Civic Association Business and Land Use Subcommittee, with the assistance of James Stiving, currently an undergraduate student at the Ohio State University, surveyed 14 existing businesses about their perceptions, plans, and concerns. A membership was established with the Ohio State University Extension BRE Program utilizing Survey Gold software for survey analysis and other BRE tools to assist in accomplishing an effective local program. The local BRE Initiative was sponsored Ohio State University Extension, University District, financial support from the Huntington Foundation, and the Weinland Park Community Civic Association Business and Land Use Subcommittee

See Appendix B for a list of the 2013 BRE Task Force members.

Demographic Overview of Weinland Park*

The Kirwan Institute, Ohio State University, recently created a Demographic Data Analysis for The Weinland Park Collaborative. Below are their results contained in the September 2013 Progress Report.

Population distribution:

Data Feature	Census Tract 17 (West)	Census Tract 16 (East)	Weinland Park Total
<i>Year</i>	<i>Population</i>		
2010	2,704	1,682	4,386
2000	2,733	2,077	4,810
1990	3,081	2,383	5,464
1980	3,333	2,505	5,838
1970	3,620	3,145	6,765
1960	4,166	3,920	8,086
1950	4,656	3,865	8,521
1940	4,169	3,557	7,726

Housing Information:

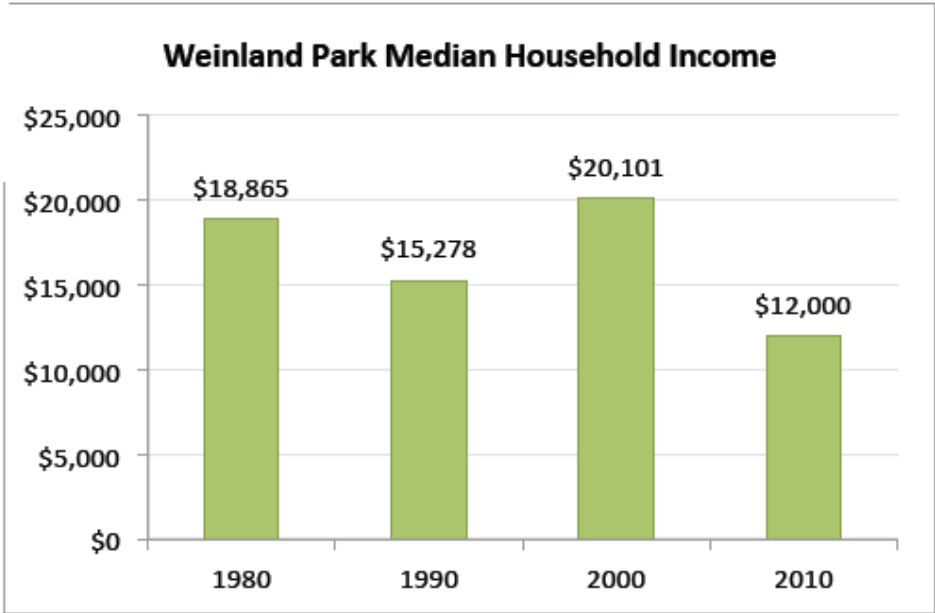
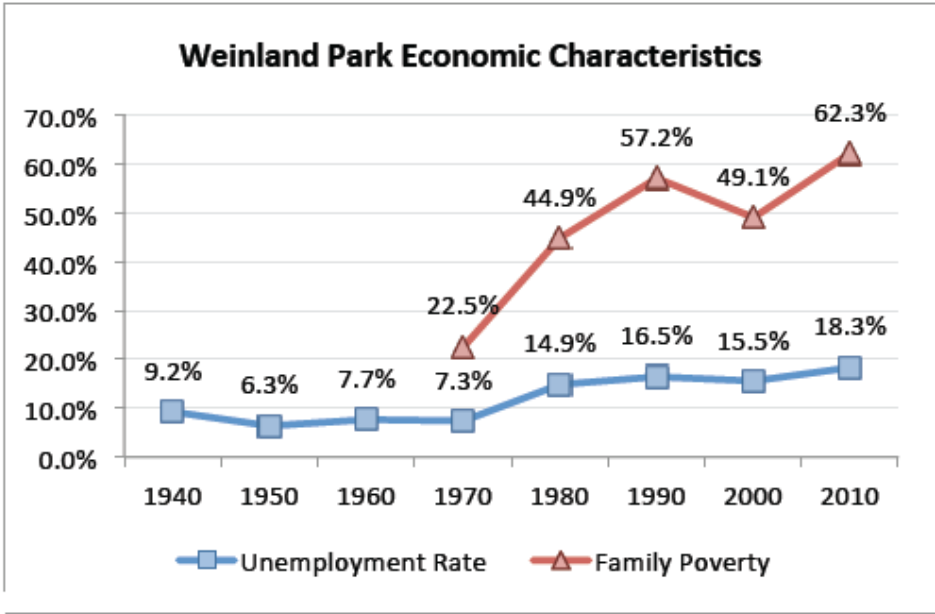
Data Feature	Census Tract 17 (West)	Census Tract 16 (East)	Weinland Park Total
<i>Year</i>	<i>Housing Units</i>		
2010	1,435	924	2,359
2000	1,482	1,000	2,482
1990	1,638	1,056	2,694
1980	1,692	1,177	2,869
1970	1,608	1,132	2,740
1960	1,652	1,291	2,943
1950	1,629	1,213	2,842
1940	1,330	1,109	2,439

Changes in housing tenure since 1940s

Housing Tenure	1940	1950	1960	1970	1980	1990	2000	2010
Owner-Occupied	374	668	596	393	293	279	204	188
Renter-Occupied	1962	2137	2088	2066	2171	1985	1799	1728
Vacant	103	37	259	281	405	430	479	443
Vacancy Rate	4.2%	1.3%	8.8%	10.3%	14.1%	16.0%	19.3%	18.8%
Non-Family Household Rate	-	-	-	15.4%	55.7%	36.5%	35.8%	66.2%

Changes in economic characteristics

Economic Characteristic	1940	1950	1960	1970	1980	1990	2000	2010
Unemployment Rate	9.2%	6.3%	7.7%	7.3%	14.9%	16.5%	15.5%	18.3%
Family Poverty	-	-	-	22.5%	44.9%	57.2%	49.1%	62.3%
Median Household Income	-	-	-	-	\$18,865	\$15,278	\$20,101	\$12,000



*Demographic Information obtained from Weinland Park Collaborative Progress Report, September 2013. http://columbusfoundation.org/wp-content/uploads/WPC_progress_report.pdf

Weinland Park BR&E Survey Highlights

The following is a brief summary of the 2013 Weinland Park Business Retention and Expansion survey findings:

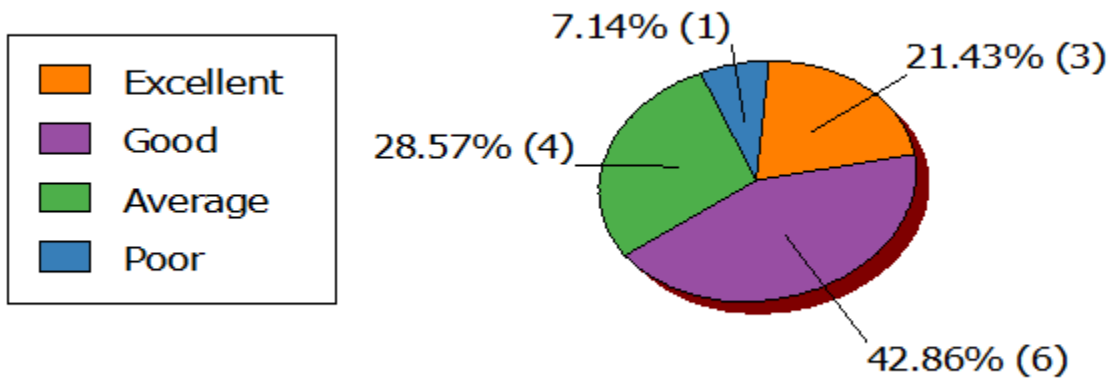
- 14 businesses were surveyed, many by James Stiving. The majority of the businesses are classified as commercial and office.
- 64% or 10 businesses indicated that Weinland Park is a good to excellent place to do business
- All 14 businesses would recommend another business to locate in Weinland Park
- All but one businesses had 9 or less employees
- Over 40% plan to modernize, renovate, or expand their present building structure and add employees
- 64% or nine companies have been operating at their current location for five or more years
- 6 of the companies are family owned, 5 are private, 2 are publicly held.
- Over 70% believe that their customer base will increase over the next three years along with their total revenue and total profits
- Over 40% rate the overall quality of life as good to excellent while 50% rate it as average
- The top three improvements cited to help businesses in Weinland Park are more residential development, infrastructure improvements and neighborhood promotion.

The Business Retention and Expansion survey consisted of 90 questions developed by the committee. The first completed survey was submitted on September 23 and the last one was received on December 13, 2013. Survey information was gathered by face to face interviews and by online respondents. The survey contained questions regarding the following: Contact Information, Cost of Business, Amenities, Workforce, Employee Information, and Future Plans. While the entire survey is available at the office of Susan Colbert, below are selected questions along with respondent results that were determined most important for the committee to consider in moving forward with plans for improvement.

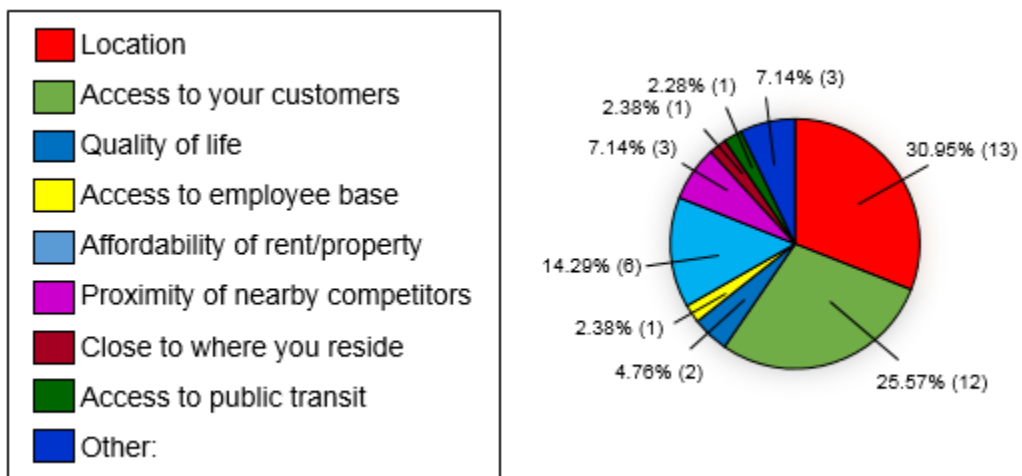
Selected Survey Results

Section A - Local Business Environment

What is your overall opinion of Weinland Park as a place to do business?

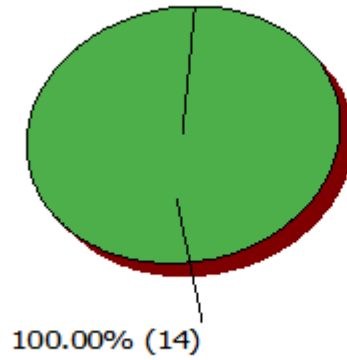


What are your top three (3) reasons for locating or keeping your business in Weinland Park?



Would you recommend another business to locate in Weinland Park?

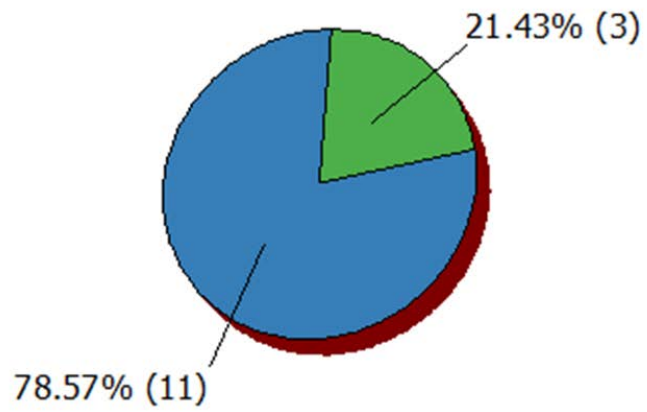
Yes



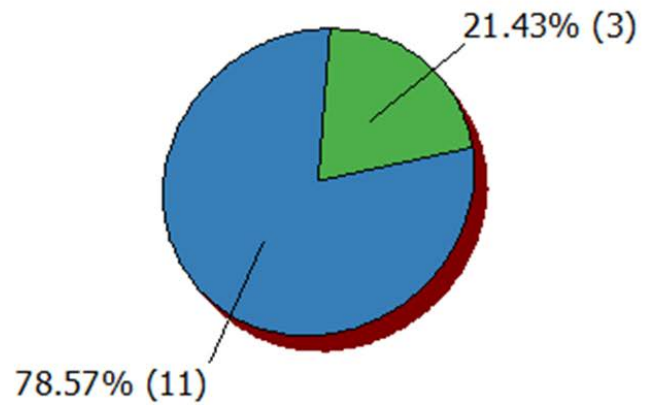
Section B - Cost of business

Building Costs (rent)

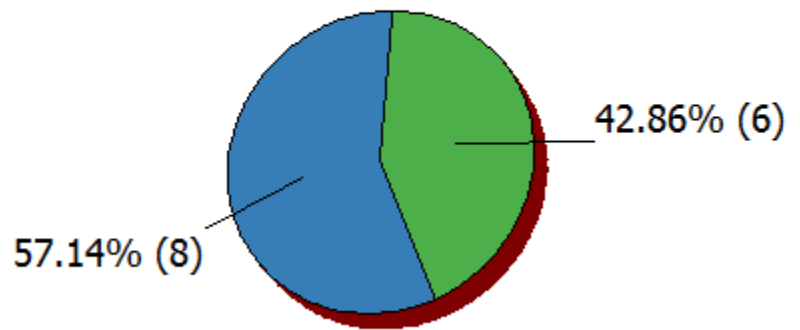
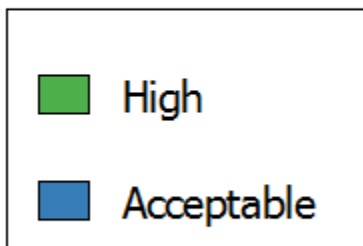
High
 Acceptable



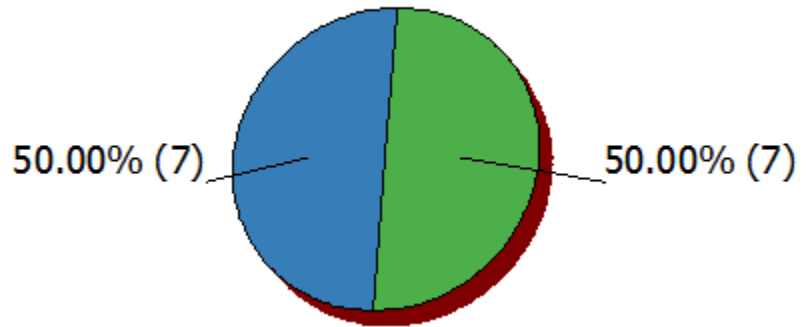
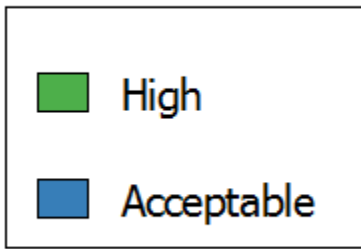
Payroll taxes



Property taxes

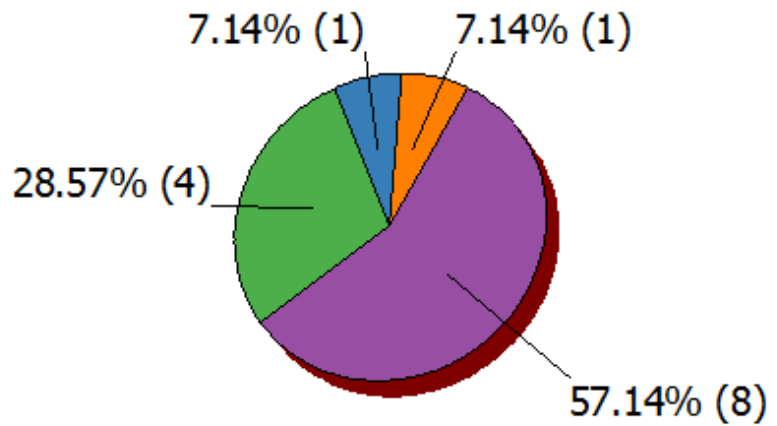


Public utilities

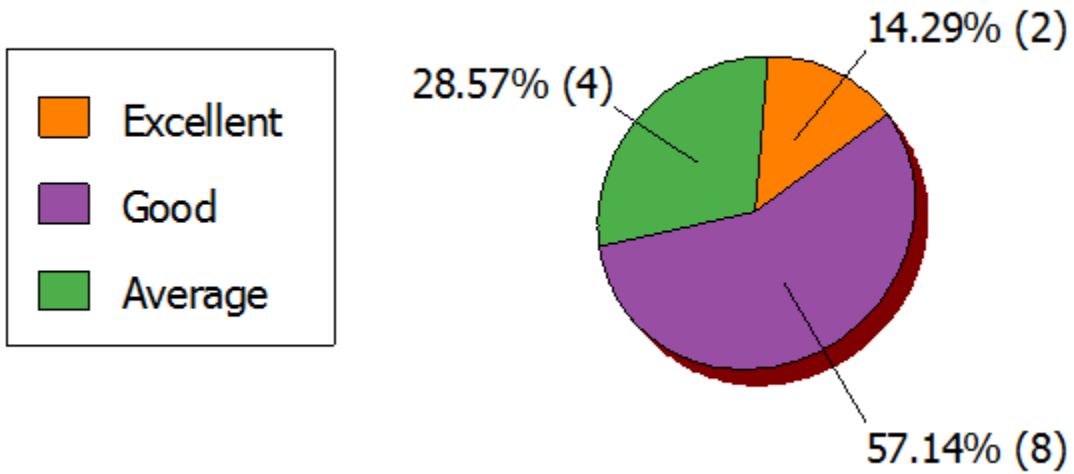


Section C - Amenities and services

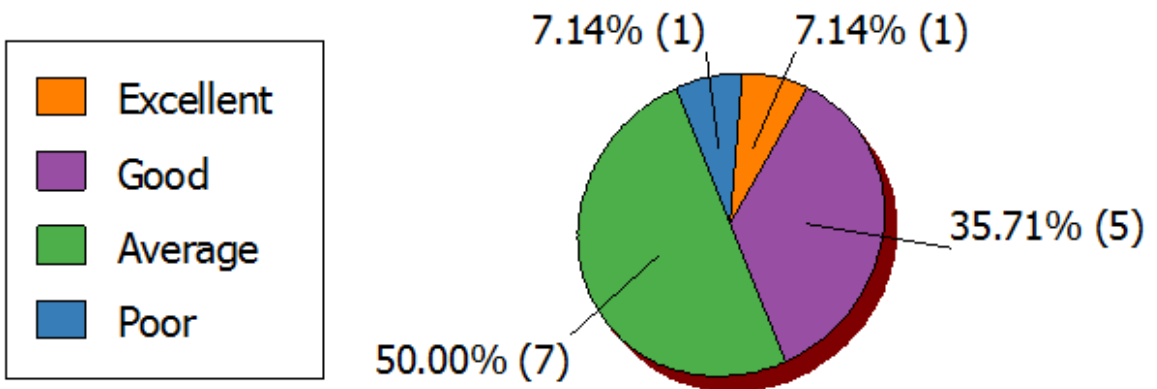
Water and sewers



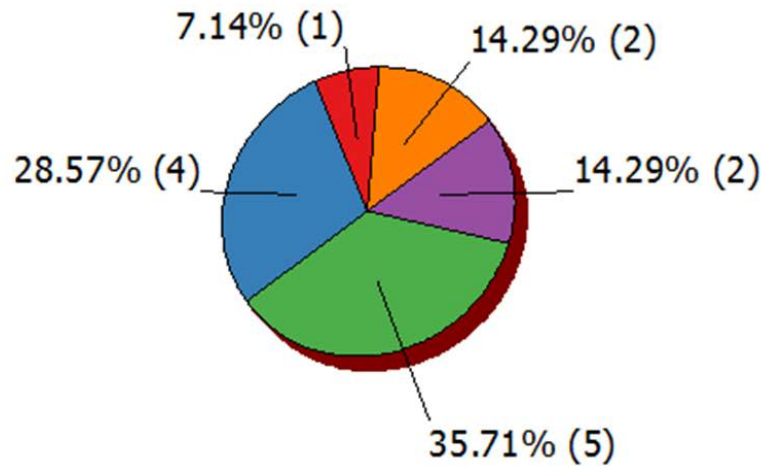
Public transportation



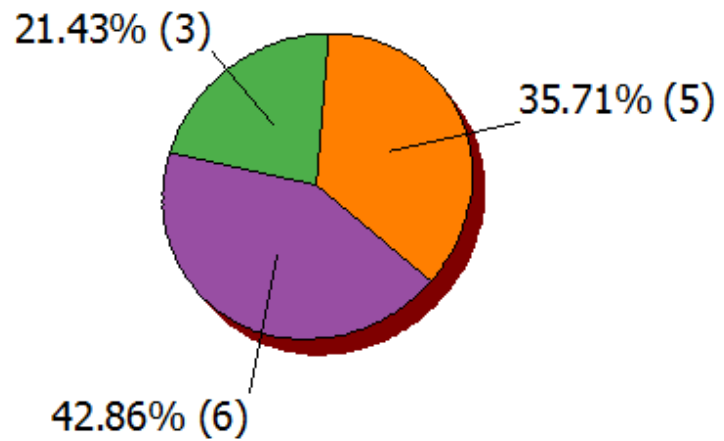
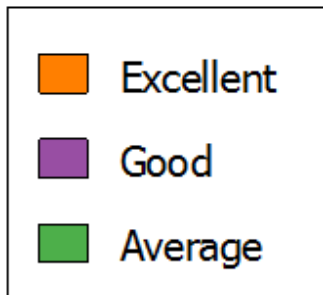
School system



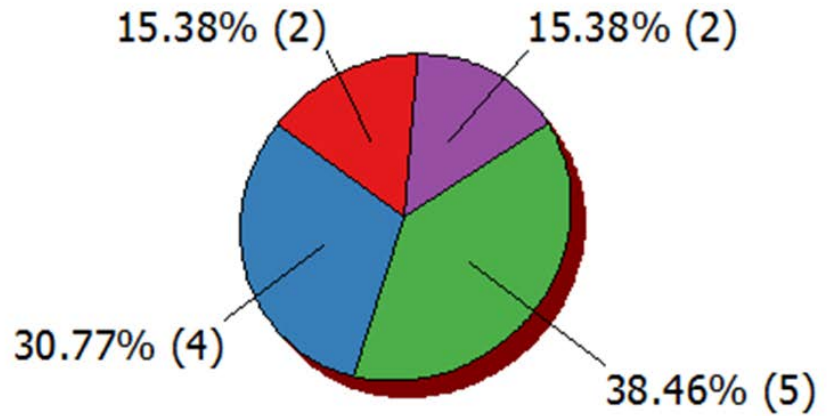
Recreation/cultural activities/entertainment



Police protection

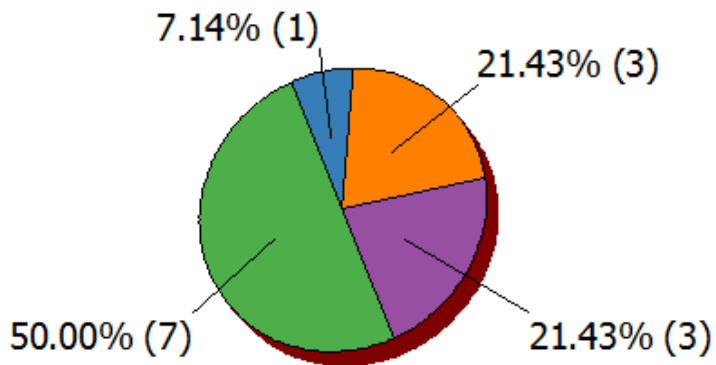


Parking availability

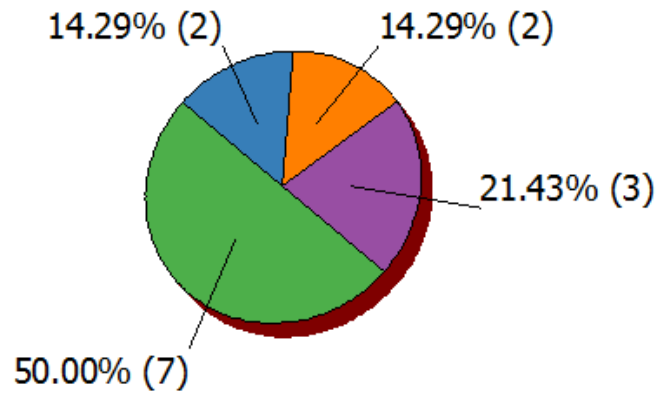


Section D - Work force: Rate the local management and labor force.

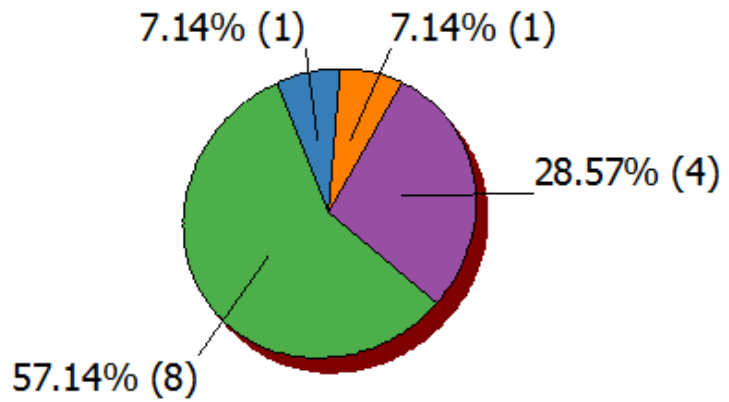
Labor force quality



Management and staff stability

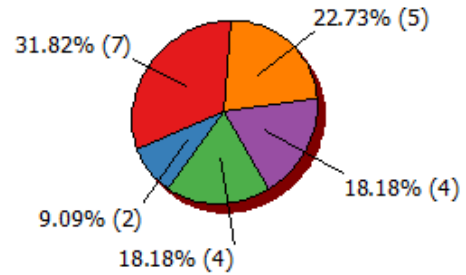
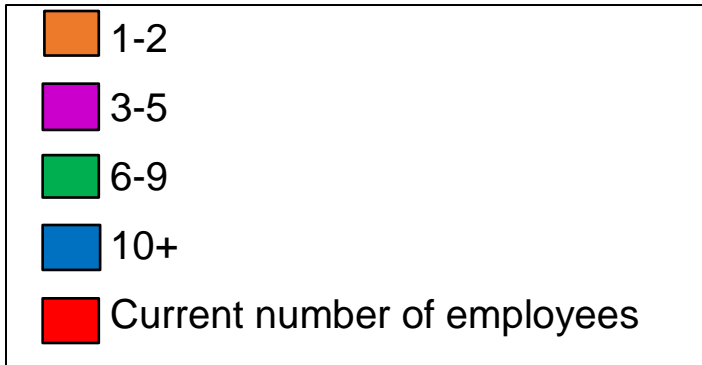


Labor force stability

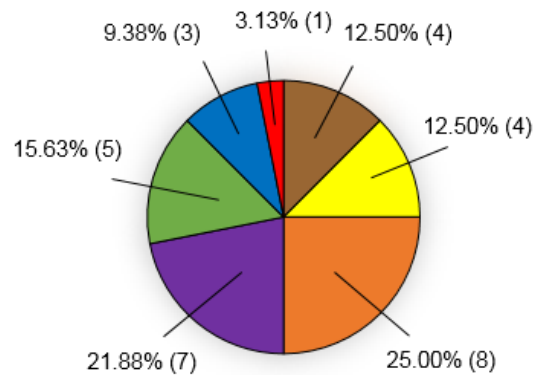
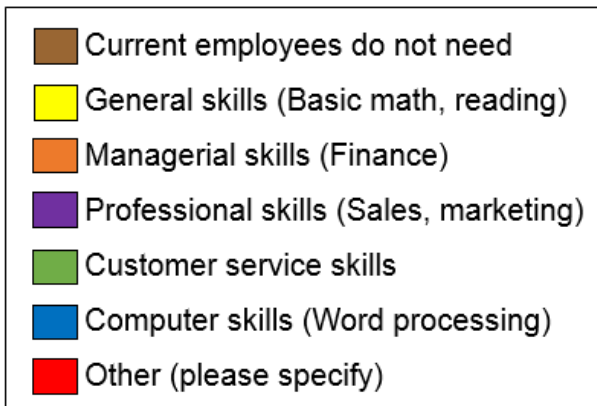


Section E - Employee information

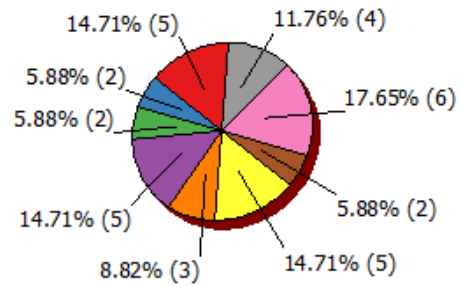
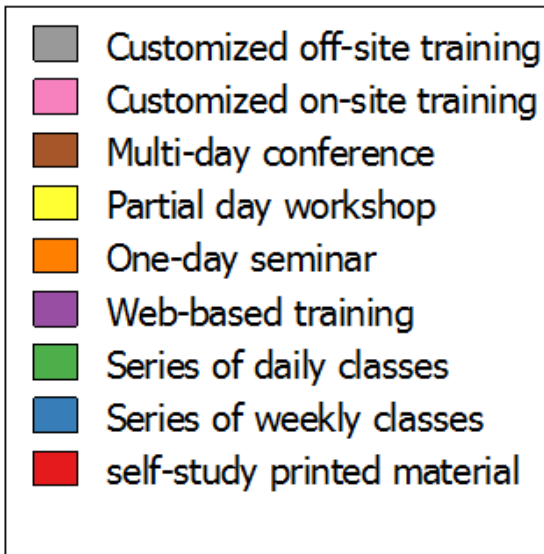
How many employees work at your business location?



Please check the areas in which your current employees need training. (check all that apply)

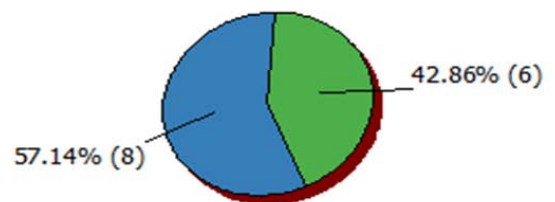


Please check the three (3) most preferred formats for employee training by outside providers.

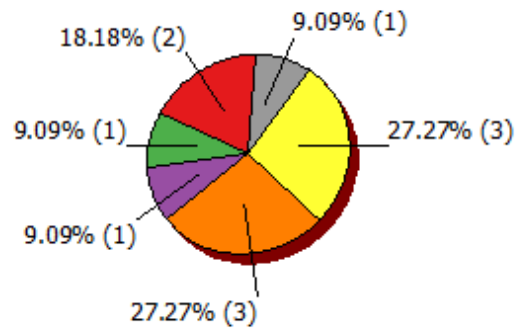
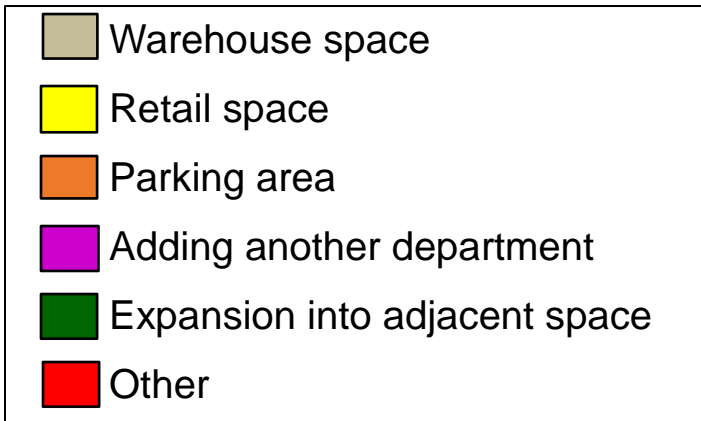


Section F - Future Plans

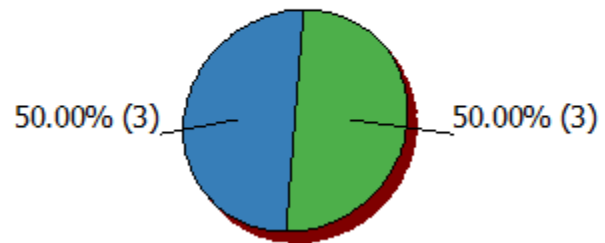
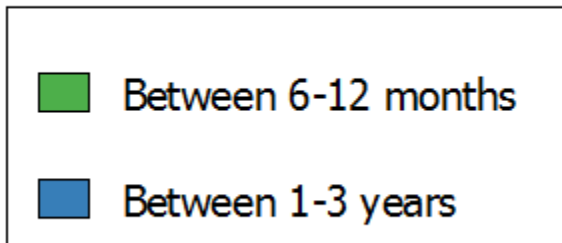
Do you have any plans to modernize, renovate, or expand your present building(s) or equipment?



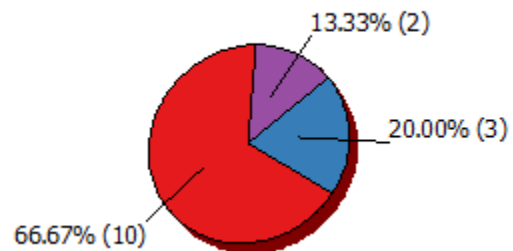
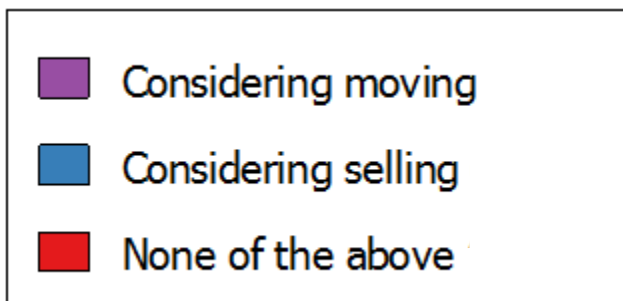
What kind of modernization, renovation, or expansion are you considering? (check all that apply)



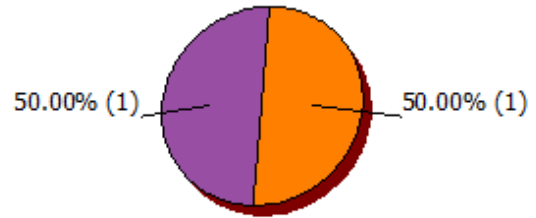
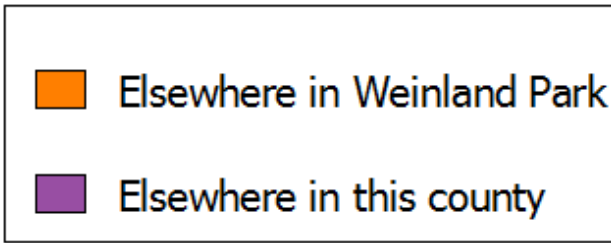
When would the work be started?



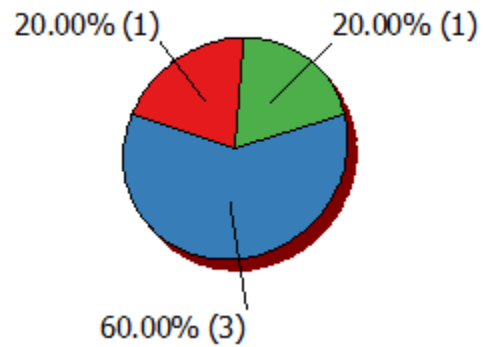
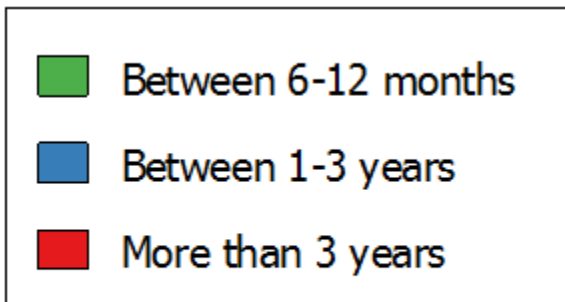
Are you considering moving, closing, or selling this business? (check all that apply)



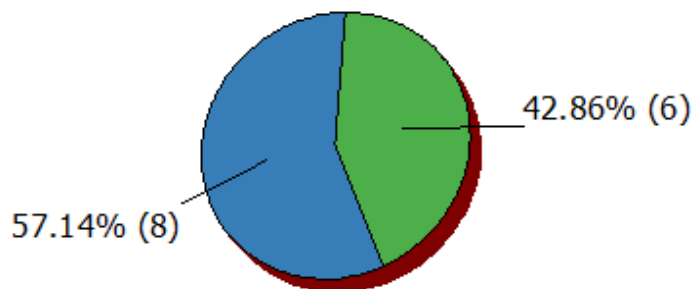
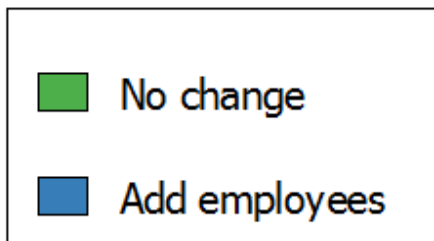
If you are considering moving, where will you move?



When would you move, close, or sell this business?

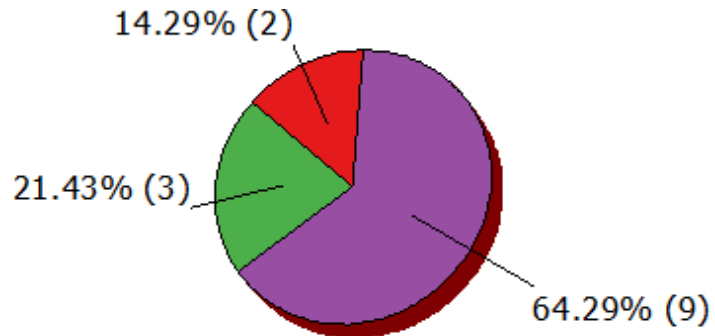
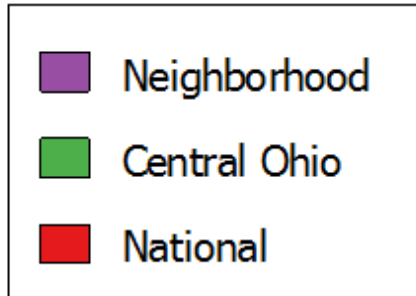


What impact would your plans for modernization, renovation, expansion, moving, closing, or selling have on the number of employees in your Weinland Park location?

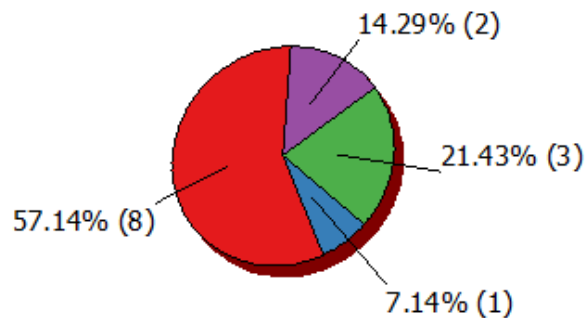
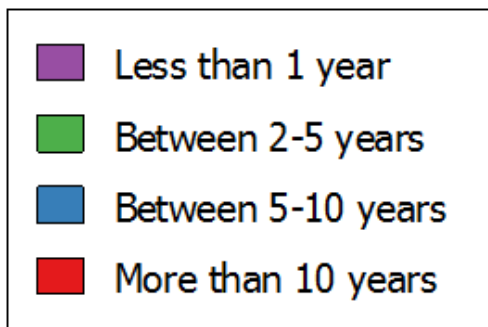


Section G - General Information

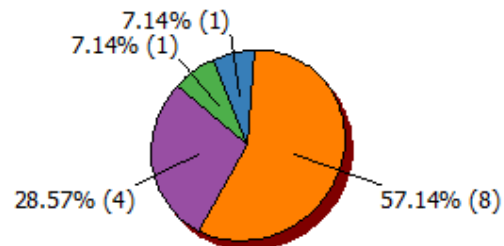
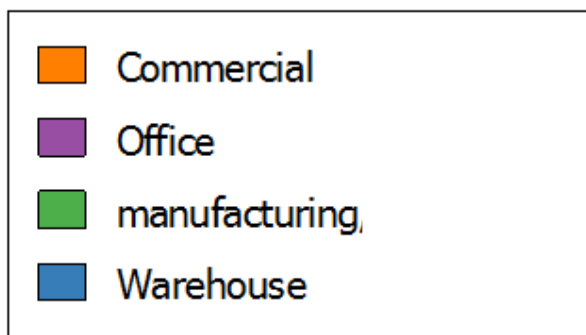
What is your company's primary geographic market? (Check one)



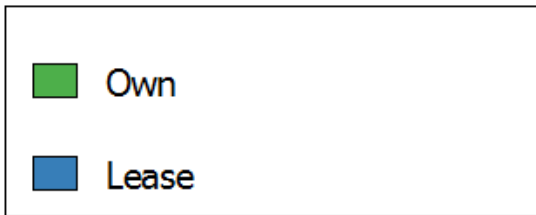
How long has this business been operating at your current location?



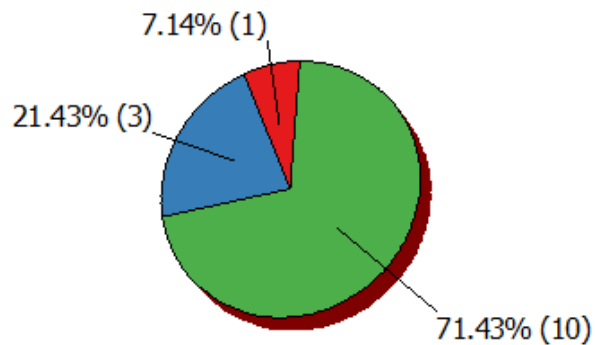
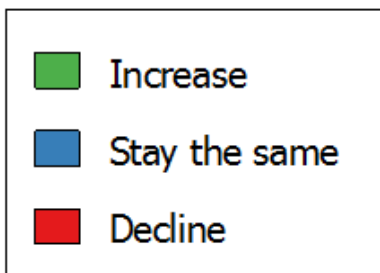
What is the primary type of space your business occupies? (Check one)



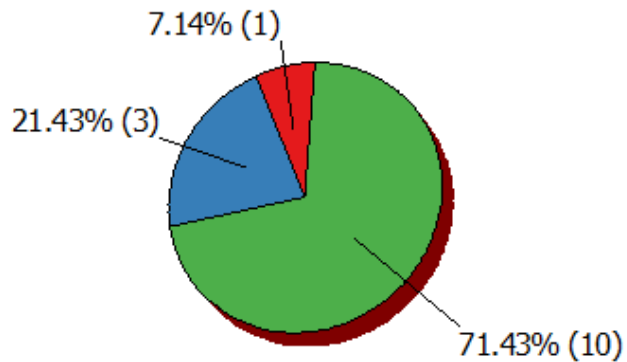
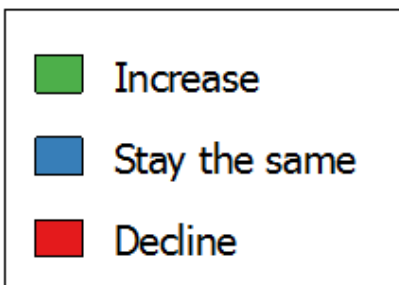
Do you own or lease your space?



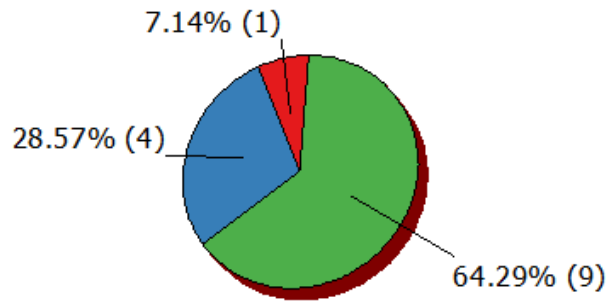
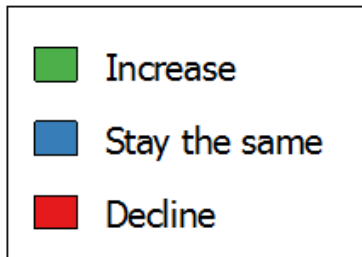
Over the next three (3) years, do you think the number of customers will increase, stay the same, or decline?



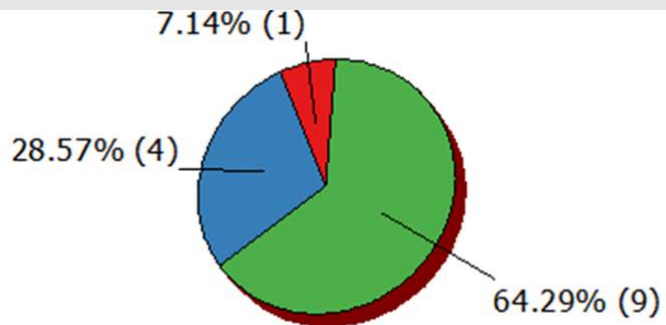
Over the next three (3) years, do you think the sales (total revenue) will increase, stay the same, or decline?



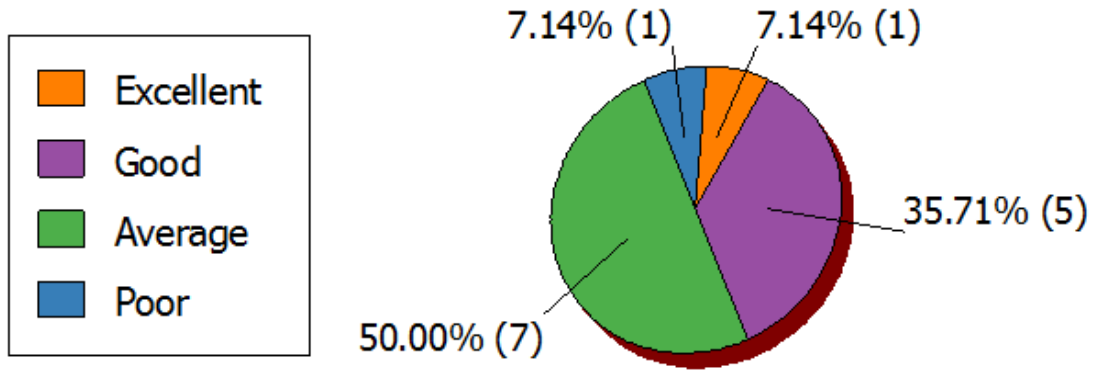
Over the next three (3) years, do you think the profits will increase, stay the same, or decline?



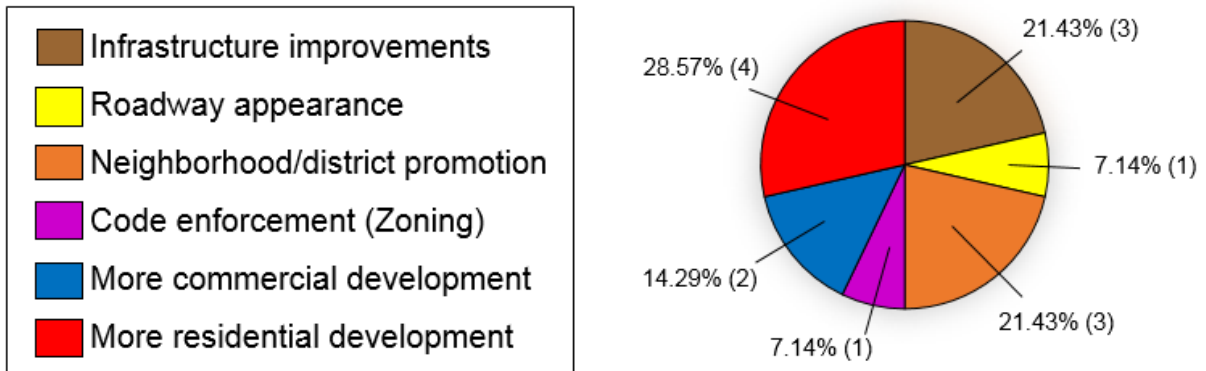
Over the next three (3) years, do you think the number of employees will increase, stay the same, or decline?



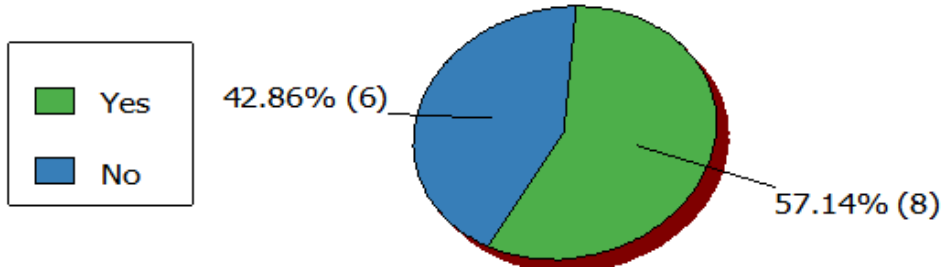
From your perspective as a businessperson, please rate the overall quality of life in Weinland Park



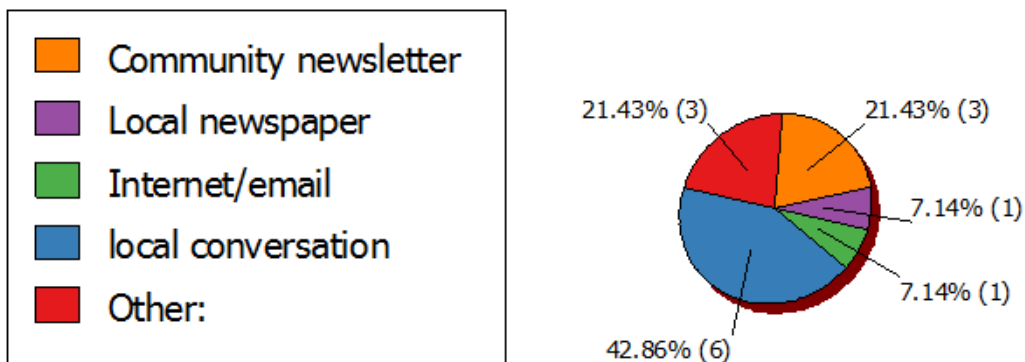
What top three improvements could be made to help your business? (Check 3)



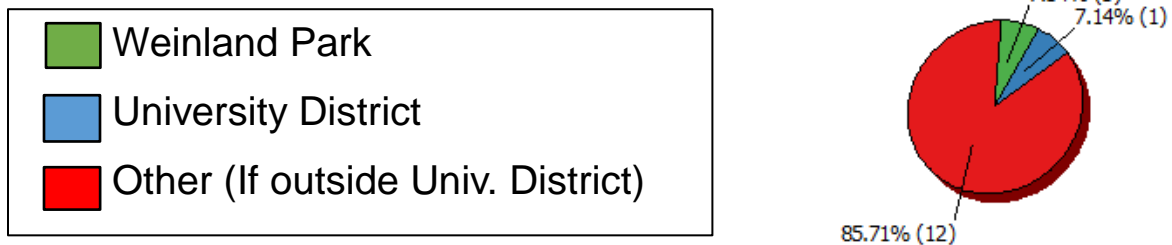
Do you feel informed about what is going on in Weinland Park?



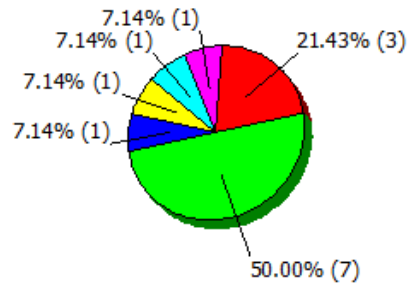
Where do you get your information about city and neighborhood affairs?



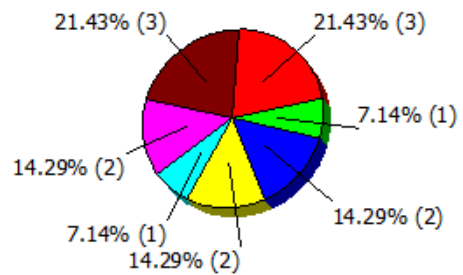
Do you live in the University District?



What is Weinland Park's number one strength?



What is Weinland Parks number one weakness?



Conclusion and next steps

Survey results indicate that the respondents were pleased with Weinland Park as a place to conduct business. Respondents seem satisfied with the overall community but recognize that changes can be made to improve the business climate. Despite the difficult economy of recent years, businesses in Weinland Park maintain a healthy outlook about their future and neighborhood environment. A number of firms expressed desires/plans to renovate or expand and many businesses mentioned barriers to these plans.

Therefore, the following is a suggested action plan that the task force should strongly consider

1. They should schedule a meeting and invite the participating businesses to learn about the aggregated survey results.
2. They should follow up with any business that has indicated that they are looking to expand or renovate.
3. The Task force should follow up with any business that has indicated that they may be downsizing.
4. The results of the survey should be made available to the entire Weinland Park Community for review and comment.
5. The results of the survey should be used as an impetus to develop an economic development strategy or plan for Weinland Park.
6. The Economic Development Plan should be shared with non-profits and other civic minded organizations to encourage a spirit of cooperation, thereby enhancing the economic wherewithal of the entire area.
7. The committee should continue to assess the business community's perception of strengths, weakness, barriers, attractions, and available services in a Retention and Expansion Survey deployed every three to five years.

Appendix B: Task Force Members

Susan Colbert, Program Director, University District, Ohio State University Extension

James Stiving, Undergraduate Student, Ohio State University, volunteer

Woody Drake, Weinland Park Community Civic Association Business and Land Use Subcommittee Co Chair

Evelyn VanTil, Weinland Park Community Civic Association Business and Land Use Subcommittee Co Chair

Appendix C: Weinland Park Business Visits:

A Head of Time
Chittenden Veterinary Clinic
Classic Wing Stop
Columbus Medical Equipment
Evans Auto Repair
Evolved
Hanks Holdings Ltd
Harris Paper Crafts
Kelly's Carryout
Natalia's Carryout
Out of the closet Thrift Store; Aids Healthcare Foundation
Owen & Eastlake
Star Carry Out
University Marathon