



## **ECONOMIC DEVELOPMENT REPORT TO COUNCIL**

May 15, 2023

### **MEETINGS**

- 4/18 Company Visit – Paul Menger, Kubota Tractor
- 4/20 MODE meeting
- 4/26 Zoom meeting with N. Green/ Montrose Group, Brian Willmer /JDS Companies and Village of Obetz re: potential industrial development
- 4/27 JobsOhio Wave 5 rollout
- 5/3 Staff meeting
- 5/5 Once Columbus/ EDAC meeting in Whitehall
- 5/9 Meeting with Meg Mannion and Melissa Bennett re: Rarey's Port spaces.
- 5/10 Company Visit/ Shaklee  
Company Visit / Caastle
- 5/11 Meeting with New business in Groveport Plaza: FastestLab, Ken and Dreann Long
- 5/12 Conference call with Dusty McCreary re: Choptank and Lissie Bee's Boutique leases.

### **NOTES FROM COMPANY VISITS**

**Kubota Tractor** – Met with Paul Menger. Very positive discussion. Mr. Menger said that their business has increased and they were even able to increase sales during the pandemic. Complimented the Police Department and the Building Department. Good things to say about the downtown developments and the new businesses.

**Shaklee** – Mrs. Hilbert, Mr. Rupp and I met with Carter Young, Facility Manager. Shaklee has been in Groveport since 2001. Mr. Young joined the company in 2002. The company employs 56 full-time workers at this time. New lines have been introduced with the most recent addition being Meology, vitamins and nutritional supplements packaged in individual sachets that can be customized for every member of the family.

**Caastle** – Mrs. Hilbert, Mr. Rupp and I met with Traci, Ericka, Rebecca and Robert, who make up the executive team. Great visit.

Caastle was formerly Gwynnie Bee when they first opened in Groveport approximately 9 years ago. The company started as a ladies clothing rental service that allowed ladies to rotate fashion pieces in and out of their wardrobe without having to buy. It is a subscription based service and they now carry more than 40 different labels. Approximately 7-8 years ago the company added cleaning equipment that allowed them to bring the cleaning of the garments in house and allowed them to monitor the condition of the garments much better when the garments are returned.

Ericka told us that sales were down significantly because of the pandemic and people working from home, but sales have since rebounded and, according to Traci, the company is experiencing growth again.

They have been telling their employees and especially new hires about the golf course and rec center. There were very happy with the downtown developments and had many positive things to say, especially about Little Italy's new location.

## **OTHER ACTIVITIES**

- **Business Development Training** – Working with Mike Bowers from Columbus State Community College on the 10-week BASE business development training for Groveport. Proposed curriculum is attached to this report. Plan is to launch the program in early September.
- **Visits with Main Street Businesses**—I have been calling on businesses in the downtown, dropping off information I recently included in an e-mail to Council. These visits have really illustrated the need for more diversity and variety in the downtown, as we currently have an abundance of hair salons, real estate offices and now restaurants. One of my goals is to focus on attracting more retail businesses to Main Street.
- **Updating Visitor's Guide/Business Directory**—Completed edits to the Visitor's Guide and it is currently at the printers. We should have them back in about a week.

## **2023 PRIORITIES**

- Small business training programs (new and existing businesses)
  - Proposed curriculum included with this report.
- Development of Land property
- Area "C" Master Plan and Economic Feasibility Study.
- More vitality in downtown
  - Downtown "pocket park" at Front & Main—Mr. Lockett, BJ King, Brian Strayer and Eric Reed met to discuss ideas for the corner property. We are meeting with a landscape company on 5/19.
  - New retail businesses on Main Street
  - Downtown signage
- Business retention and expansion/in-person visits

## **Scope of Work - 2023 SBDC – Groveport Project**

### **Draft**

Through its Small Business Development Center (SBDC), Columbus State Community College will provide small business training and targeted business advising to the residents and businesses of Groveport, Ohio. These business owners and entrepreneurs include those interested in starting a business and existing businesses.

#### **New Business Training**

The SBDC will provide one new business training program in Groveport, Ohio, in the fall of 2023. The 10-week training schedule will allow the prospective business owner to understand the principles of small business ownership and develop a detailed business plan to support the launch and growth of the business. This training will be augmented by SBDC business advising embedded in the training.

#### **Basis of A Successful Enterprise Business Startup Training (B.A.S.E.)**

##### **SESSION ONE**

- B.A.S.E. Financial and Business Literacy Training
  - Financial Literacy: Understanding the basics of business financial activity and how this connects with personal finances.
  - Immersion into business language/jargon
  - Business record-keeping. Maintaining accurate records, accounting basics, and available accounting software
  - Technical (computer) skills—and where to acquire the skills.
  - How to navigate business registrations, regulations, licenses, banking
  - Planning processes, mission, vision, goal setting, and safety issues
  - Identifying, understanding, and marketing to target customers.
  - Becoming loan-ready
  - Understanding business-related insurance needs

##### **SESSION TWO**

- B.A.S.E. Small Business Ownership Overview
  - Business Ideation, mission, vision, goal setting
  - Business Development Overview
  - Business record-keeping. Maintaining accurate records, accounting basics, and available accounting software
  - Navigating business registrations, regulations, licenses, banking
  - Becoming Fundable

### SESSION THREE

- B.A.S.E. BizStart Market Assessment Training – Module One
  - Understand the Market (Part 1): Process to determine who are your 80% most likely users and buyers that you will initially pursue. Performing market research to being to reach this goal.
  - Problem Statement: What problem are you solving and how does your business achieve this
  - Competitive and Industry Analysis: Who are your direct and indirect competitors and how will you differentiate from them. What will be your secret sauce.
  - How to do Market Research: Go over research tools and best tactics.

### SESSION FOUR

- B.A.S.E. BizStart Market Assessment Training – Module Two
  - Understand the Market (Part 2): Continuation of determining the initial customer profile by interacting with potential customers through market surveys.
  - Devising market survey questions
  - Market survey tactics
  - Pricing: Process to determine what your price plans will be

### SESSION FIVE

- B.A.S.E. BizStart Market Assessment Training – Module Three
  - Startup Costs: What items are needed to launch the venture and how will they be funded. What is vital to start and what can wait?
  - How are startups statistically funded, and what are the funding options?
  - Profit & Loss Forecast: Determine how your first quarter of business operations may look. Sales forecasting, variable and fixed cost estimations, and profit potential.

### SESSION SIX

- B.A.S.E. BizStart Market Assessment Training – Module Three
  - Review of Startup Costs and Profit Loss Forecast
  - Goals & Lifestyle: Discussion of the life of a business owner, introspection, and setting goals/milestones

### SESSION SEVEN

- B.A.S.E. Startup Training – Business Plan Development – Phase Three
  - Business Plan – Marketing Plan – Operations Plan
  - Situation analysis to assess internal and external factors impacting the business

- Incorporating the business's value proposition and target audience in the marketing strategy
- Establish marketing goals for the business.
- Creating marketing strategy and tactics for the business

## SESSION EIGHT

- B.A.S.E. Startup Training – Business Plan Development – Phase Three  
Business Plan –Operations Plan
  - Development of an operational plan
  - Development of the HR plan

## SESSION NINE

- B.A.S.E. Startup Training – Business Plan Development  
Financial plan and projections
  - Development of financial projection
  - Development of a Capital plan, and access to funding/banking services.

## SESSION TEN

- B.A.S.E. Conclusion and Next Steps
  - Small Business Panel Discussion
  - Business Plan Presentations
  - Certificate Presentations
  - Networking

## Existing Business Training

The SBDC will work in conjunction with the City of Groveport, Ohio, to deliver quarterly lunch and learn programming to the community's small business owners.

The SBDC proposes that the City survey its small business base to determine possible topics. Topics could include:

### Developing a Market /Customer Assessment

- Customer demographic profile
- Customer psychographic profile

### Creating an Industry Assessment

- Industry Analysis Report
- Competitive Analysis

### Financial Analysis

- Review of Finances and Assessment Report - Past and Present

- Cash Flow Project for Future 12 Months Out - Increased Sales- Future

#### Marketing

- Marketing Plan to Reach New Customers
- Website and social media strategy

#### Business Funding

- Business Planning for Funding
- Creating a Capital plan growth
- Access to funding/banking professional

The SBDC Will work with the City to brainstorm additional topics as needed.

### SBDC - Columbus Staffing Plan

The SBDC has designated Barbara (Barb) Parknavy to serve as Project Manager to work with the City of Groveport to provide a combination of coordinated outreach, communication, and management of the training programs.

#### Barb Parknavy, Project Manager

##### Experience

Columbus State Community College  
 CARES Act Program Coordinator, July 2020 – September 2021  
 Columbus-Franklin County Small Business Recovery Grant, Program Coordinator

##### Synergistic Experience

- Provide management of the Columbus-Franklin County Small Business Recovery Grant intake, eligibility, and coordination of the applicant support and application scoring.
- Manages the data and economic metric collection for 14 small business advisors in the SBDC's CARES Act Covid business impact support grant
- Develop and deliver data collection and input training for the CARES Act Covid business impact support grant.
- Manages communication with the CARES Act Covid business impact support advisors
- Developed and implemented tracking of small business training submissions for participants in the SBDC's BizStart 2.0 business model validation workshops.
- Developed the tracking system to measure business results created by participants in BizStart 2.0

#### Michael Bowers, SBDC Director

##### Experience

Columbus State Community College

- District Director, Ohio Small Business Development Center, October 2004

Greater Columbus Chamber of Commerce

- Vice President Emerging/Technology Business Development, May 2001 to October 2004
- Executive Director, Small Business Council/Columbus Venture Network, July

##### Education

Liberty University, Lynchburg, Virginia  
 Doctoral Candidate, Doctor of Public Administration. Completion May 2025

The Ohio State University, Columbus, Ohio: Master of Arts, Public Policy and Management, December 1998

The University of North Alabama,

<p>1999 to October 2004</p> <p>□ Director, Ohio Small Business Development Center, Region One, October 2002 to October 2004</p>	<p>Florence, Alabama: Bachelor of Science, Economics/Finance, June 1986</p>
<p><b>Synergistic Experience</b></p> <ul style="list-style-type: none"> <li>• Provide leadership/management of the Ohio Small Business Development Center at CSCC</li> <li>• Principal Investigator, Director for Ohio SBDC grant; Principal Investigator CARES Act Grant; Principal Investigator for Industry Resource Alliance grant and Ohio Means Internships grant; the Principal Investigator City of Columbus Accelerate Columbus Grant; the Principal Investigator City of Columbus ESO grant for the COVID- 19 Small Business Economic Recovery Grant</li> <li>• Actively works with various program funders to assure financial and programmatic compliance, including experience keeping program parameters separate and preventing commingling of funds</li> <li>• Has provided one-on-one consulting to enable entrepreneurs to start and grow successful businesses</li> <li>• Has developed and delivered numerous educational programs to assist entrepreneurs in starting, building, and growing small businesses</li> <li>• Has developed and implemented various communication/marketing strategies to connect with potential and existing entrepreneurs. Especially in underserved communities.</li> </ul>	