



City of
GAHANNA
Economic Development Strategy
2015
EXECUTIVE SUMMARY



INTRO

The purpose of this strategy is to identify the community's economic potential to attract and retain high quality businesses and development in the City. This strategy outlines actionable goals and tactics that help to strengthen the economic vitality of Gahanna and is intended to serve as a guide for policymakers, community stakeholders, local businesses, and future investors.

Strategic Goals and Marketing Objectives

This Strategy will help guide and promote economic prosperity within the community through the following ways:

- Establish a refined vision for Priority Development Areas
- Identify new projects that could generate revenue and enhance the character and brand of the community
- Support future development through creative strategies and incentives
- Create a strategy grounded in the market conditions and industry trends.
- Create a Plan that has strategic private sector insight.
- Minimize financial risks and strengthen relationships with the private sector.
- Identify and promote future funding initiatives
- Identify capital improvements needed to support future economic growth

INSIGHT

Understanding the inner workings of the City through the eyes of internal and external businesses was an important factor in evaluating the economic conditions and opportunities as part of this project. This knowledge helped to develop a local and regional perspective regarding the economic potential of Gahanna.

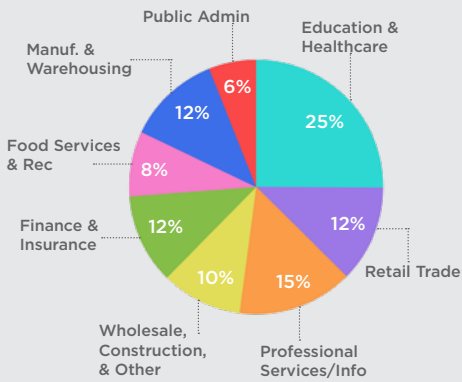
STAKEHOLDER INPUT BY THE NUMBERS...

BUSINESS STAKEHOLDER OUTREACH

- 20** Headquarters / CEO's
- 20** Business Representatives
- 20** Tax Abated Properties

EXTERNAL STAKEHOLDERS/COLUMBUS REGION

- | | |
|---|--|
| <p>10 Large Industries</p> <ul style="list-style-type: none"> Distribution Pharmaceuticals Engineering Logistics Real Estate Insurance Manufacturing Agriculture | <p>10 Other Industries</p> <ul style="list-style-type: none"> Central Ohio Real Estate Developers Start-ups Venture Capital Information Technology Economic Development Professionals Financial Advisors |
|---|--|



STRATEGIES

Economic development can occur at many levels, in various manifestations. The following are strategies which have spurred growth nationwide, and which Gahanna should focus on when developing new projects, policies, and programs.



- GRAB**
GROW, RETAIN, ATTRACT, & BUILD
- Improve Govt. approval process
 - Create a CEO Roundtable



- ENTREPRENEURSHIP**
- Leverage Education institutions
 - Pilot out an incubation concept



- WORKFORCE DEVELOPMENT**
- Partner with Education institutions
 - Create a talent roundtable



- MARKETING**
- Establish a comprehensive marketing plan
 - Include all local stakeholders in plan



- GLOBAL INVESTMENT**
- Coordinate with Global Cities Initiative
 - Establish a Sister City



- INFRASTRUCTURE**
- Prioritize infrastructure projects to PDAs.
 - Strategically deploy TIF resources



- INCENTIVES**
- Use a development authority concept for PDAs
 - Partner with private sector to expand toolbox

THE GAHANNA MARKET

Overviews market potential in the Gahanna Competitive Market Area (CMA). The CMA's boundaries expand beyond Gahanna city limits.



OFFICE



INDUSTRIAL



RESIDENTIAL



LODGING

Existing Market

2.5 million sq. ft.
Occupancy > 79%

16.1 million sq. ft.
Occupancy > 92%

3,246 units
Occupancy > 90%

22 lodging facilities
Occupancy > 68%

10 Year Market Potential

767,000 sq. ft.

800,000 sq. ft.

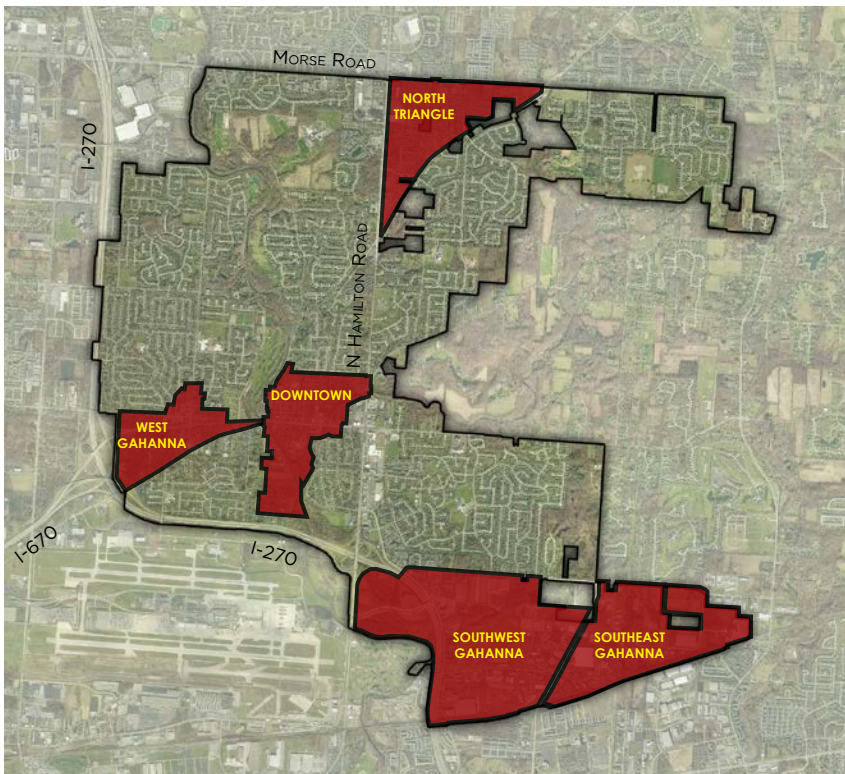
720 units

3 facilities
25,000 sq. ft.

DEVELOPMENT OPPORTUNITIES

Utilizing public input from numerous stakeholders and the project steering committee, the Plan identifies 5 Priority Development Areas and 41 target sites.

A Priority Development Area (PDA) is an area that has the ability to significantly contribute to elevating the character, image and commercial growth of Gahanna. In an effort to encourage capital investment, the Plan completes a significant amount of Due Diligence for many sites within the PDAs. In addition, the plan identifies infrastructure improvements that are needed to help secure that capital investment. A summary of the Due Diligence that is included for each PDA is shown below.



What is associated with each Priority Development Area?

DEVELOPMENT POTENTIAL

- Land Use
- Identified Target Sites

MAPS

- Property Ownership
- Incentive Districts
- Environmental Analysis
- Zoning

TARGET SITES

- Site Description
- Proposed Development
- Site Renderings
- Architecture Type
- Return on Investment Analysis

Did you **Know?**



Gahanna has enough available vacant and underutilized land to capture future market demand

44%

increase in
Manufacturing
industry jobs

18%

increase in
Education
&
Healthcare

16%
increase in
Professional
& Business
services

Office start-ups in Gahanna are the highest in Central Ohio and one of the highest in the Midwest

By 2022, 14 of the 30 projected **fastest growing occupations** are related to the **healthcare sector**



Over the last several years, there has been a dramatic **shift in job types** in Gahanna when compared to the region

Gahanna has one of the lowest **unemployment rates** in the state of Ohio

3.8 %
from 2010-2013

Gahanna's median household income of

\$72,474

is competitive with comparably-sized communities in the region

Named one of the
5 Best Hometowns
in Ohio by Ohio Magazine in 2014

46%

increase in general
service
occupations

29.5%

increase in
Production,
Transportation,
& material
moving

For more information please visit the project website at www.gahannaohiousa.com or call the Planning & Development Department at 614-342-4015.