



GAHANNA
COMMUNITY IMPROVEMENT
CORPORATION

2014 Annual Report – 2015 Goals and Action plan

Presented to Gahanna City Council



Organization

2015 Officers

George Mrus, Culinary Comfort Care (President)
Jeff Kessler, Heartland Bank (Treasurer)

Ron Wolfinger, Legal Shield (Vice President)
Anthony Jones, Director of Development (Secretary)

Trustees

- Tom Kneeland, City Council
- Brian Larick, City Council
- Becky Stinchcomb, Mayor
- Anthony Jones, Director of Development
- Jeff Kessler, Heartland Bank
- Doug Maddy, Brookewood Construction
- Cid Canter, Gahanna Resident
- Ron Wolfinger, Legal Shield
- Justin Bickle, Excel Logistics
- Matt Ference, Sauer Group
- George Mrus, Culinary Comfort Care

General Members

- Betty Collins, Brady Ware & Company
- Mark Decello, KEMBA
- **Chris Vonau, Decker Vonau, LLC**
- **Bobbie Burba, Planning Commission**
- **Kelly Fox, Fox and Fox Law Co.**
- **Jeff Gilger, Eastland-Fairfield Career Center**
- **Laurie Jadwin, Gahanna CVB**
- **Anthony Sharett, BakerHostetler**

19 Members



2014 Contractual Obligations

6 agreements

- **2014 Annual Agreement with the City of Gahanna**
 - **Urban Redevelopment TIF Agreement with the City of Gahanna**
 - Non-Recourse Loan Agreement with Franklin County
 - Optical Fiber Use Agreement with the City of Gahanna
 - Network Service Agreement with WOW
 - Contract of Sale/Purchase Agreement with the City of Gahanna
-



2014 Goals & Action Plans

Biz-Dev and Marketing

- Collaborate with City on BR&E
- Establish a Marketing Plan and Website
- Provide Direct Project Assistance
- Host 4 Business Events

Real Property

- Redevelop 1 property within the Landbank
- Maintain above 90% occupancy at 181 Granville
- Review any potential investment opportunities presented to CIC

Finance

- Review and analyze any potential investment opportunities presented to CIC

Technology

- Expand GahannaNet Services to include additional Gahanna vendors
 - Increase GahannaNet revenue stream to \$15K annually
 - Secure 12 businesses on GahannaNet
 - Facilitate Fiber Network Expansion Phase 3-4
-



2014 CIC Financial Overview

Revenue

• Lodging Tax	\$41,100.00
• Franklin County Bond Fees	\$ 8,124.97
• GahannaNet	\$ 7,895.70
• Real Estate	\$116,708.25
• Land Bank	\$38,710.27
• Groundhog Day	\$ 8,500.00

Total Revenue in 2014: \$221,039.19

Expense

• Real Estate	\$115,767.02
• Acct/Audit/Legal	\$ 3,427.50
• Events	\$ 8,257.56
• Marketing/Website	\$ 36,491.60
• Market Research	\$ 47,656.25

Total Expenses in 2014: \$211,599.93

Net Income: \$9,439.26



2014 Finance Committee Update

- Accurately maintain and report financial records
 - Successfully completed
 - Implemented 2014 Audit Recommendations
 - Successfully Completed
 - Review and analyze any potential investment opportunities presented to CIC
 - In Progress
-



2014 Business Dev. & Marketing Update

- **Completed Development Website**
 - www.gahannaohiousa.com
 - **Provide Direct Project Assistance**
 - West Side Market Study
 - Zulily Parking Analysis
 - **Met with Industry Professionals**
 - Ruscilli Construction
 - **Professional Development**
 - Certified Sites Program Summary
 - Export Training
 - Central Ohio Regional Logistics Council Report
 - Columbus Regional Workforce Assessment
 - Columbus Council on World Affairs Report
 - ED 411
 - **Regional Exposure of Gahanna CIC**
 - Presentation to MODE
 - Presentation to Logan County CIC
 - **Groundhog Day Event**
 - \$242.44 profit made from sponsorships
 - 200 attendees
 - Majority survey results gave positive feedback
 - **Blast on the Bayou**
 - 165 Attendees
 - **Gahanna Chamber Event**
 - Presented CIC Goals and Accomplishments
 - 90 Attendees
-



West Side Market Study Results

Business Survey Results for West Side

- 68% of businesses are renters
- Avg number of employees is 9.6
- 63% had higher sales in past 3 yrs
- 74% expect increases sales in future

- Most felt very positive about city
- Most concerned with traffic

Survey Recommendations

- West Side can absorb 40,000 more square feet of office, commercial space
 - Average Rent: \$8 per square foot
 - Average Size: 1,500 square feet

- West Side can absorb 48 new market rate apartments
 - Average Rent: \$925-\$1,150 monthly
 - Average Size: 750-1,050 square feet





2014 Real Property Update

- Established Land Bank Program
 - Worked with COCIC to establish a procedure to acquire properties
 - Goal of Land Bank Program
 - Acquire and reposition property for new development
 - Acquired 1290 Granfield Court
 - Vacant, Abandoned and Tax Delinquent
 - Sold it for \$44,000
 - Owner to construct single family home
 - Upgrade 181 Granville to have 4 new offices
 - In 12/12: 3,516 square feet was vacant
 - In 12/13: 2,689 square feet was vacant
 - In 12/14: 86 square feet was vacant
 - 99.05% Occupancy
 - 18 Businesses at 181 Granville Street
-



2014 Technology Update

- GahannaNet Services expanded to a total of 9 Gahanna Businesses
 - Goal was 12 businesses
 - Increased GahannaNet revenue stream to \$14,709 annually
 - \$6,377 Revenue Stream in 2013
 - 2.3 fold increase in Revenue!
 - 6 Gahanna businesses are being currently negotiated
 - Funded IceMiller consultants to oversee the collection of the Ohio Capital Fiber Grant
 - Helped establish Internal/External Fiber expansion process between the City and WOW
-



GAHANNA
COMMUNITY IMPROVEMENT
CORPORATION

2015

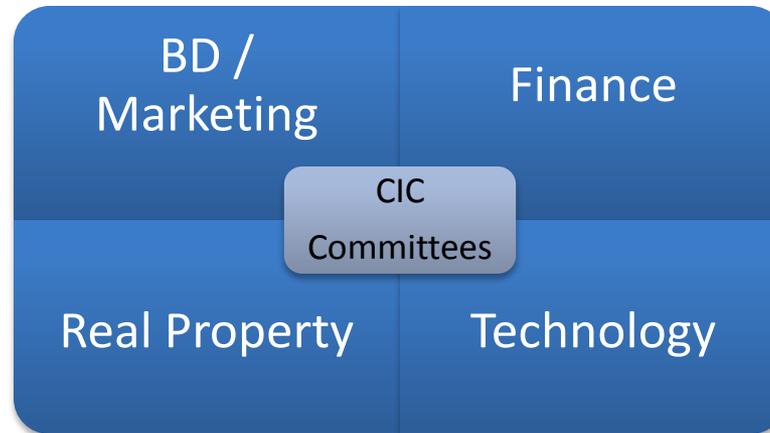


2015 Corporate Goals

- Functionally support and enhance city economic development and business growth efforts
 - Generate **significant** revenue for business attraction, retention, growth and expansion initiatives and incentive and investment programs
 - Real Estate Development Initiatives
-



2015 Committees





Committee Goals & Action Plans

Biz-Dev and Marketing

- Collaborate with City on BR&E
- Implement ED Plan Goals
- Implement Marketing Program
- Provide Direct Project Assistance
- Host 2 Business Events

Real Property

- Redevelop 2 properties within the Landbank
- Maintain above 90% occupancy at 181 Granville
- Real Estate Site Certification Program
- Review any potential investment opportunities presented to CIC

Finance

- Review and analyze any potential investment opportunities presented to CIC
- Complete State Required Audits

Technology

- Increase GahannaNet revenue stream to \$25K annually
 - Secure 10 new businesses on GahannaNet
 - Facilitate Fiber Network Expansion Phase 3-4
 - Establish Multi-City Fiber Program with Bexley and Whitehall
-



2015 Estimated Financial Forecast

Revenue

- \$38,500 Lodging Tax Revenue
- \$9,285 Franklin County
- \$25,000 GahannaNet
- \$123,000 Real Estate Revenue

Expense

- \$99,249 181 Granville
- \$100,000 Real Estate
- \$70,000 Marketing/Biz Dev
- \$10,000 Accounting & audit
- \$25,000 GahannaNet
- \$10,000 Finance





Questions?

