



THE CITY OF STRONGSVILLE

Department of Economic Development

Small Business Startup/Management Guide



Sparton Medical Systems



Olympia Candy



Euthenics

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THE CITY OF STRONGSVILLE

Department of Economic Development

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The Strongsville Business Startup & Management Guide

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Entrepreneurship and small business development are critical to the sustainability of any community and the City of Strongsville is committed to helping local business men and women succeed through the challenge of starting and maintaining a small business. This document is designed to be a start-up guide rich with resources to help you on your journey to business ownership. I hope you find the following information helpful and please do not hesitate to contact me if I can be of assistance.

Brent Painter
Director of Economic Development
City of Strongsville
(440) 580-3118
brent.painter@strongsville.org



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Small Business Readiness

Starting a small business is a risk. Studies reveal that the common causes of business failure, in particular small business, are:

- Poor Location
- Lack of Research Regarding Market Potential
- Over Optimistic Business Plans
- Poor evaluation of Competition
- Lack of Unique Selling Proposition (USP)
- Lack of Marketing Expertise
- Conflict with Partners
- Failure to Put Forth Required Time and Effort
- Insufficient Capital to Grow the Business
- Inefficient Employees



Careful planning and the utilization of available expertise are essential to the success of any new business. The first step within the planning process is to assess the entrepreneur's readiness to expend the necessary resources to create and grow a prosperous small business.

Small Business Readiness Assessment Tool (SBAT)

Developed by the Small Business Administration (SBA), the Small Business Readiness Assessment Tool (SBAT) is an interactive questionnaire developed to assess an entrepreneur's readiness to start a business.

Questions within the SBAT are designed to evaluate the user's skills, personal characteristics, and experience in relation to their preparedness to start a business.

After the questionnaire is completed the results are tallied and an assessment profile is provided. The user is also supplied a statement of "Suggested Next Steps" and links to free online courses and counseling.

To complete the Small Business Readiness Assessment Tool please select the web address below:

https://eweb1.sba.gov/cams/training/business_primer/assessment.htm

**The SBAT is an automated self-assessment tool. None of the information provided is collected, tabulated, or utilized by the SBA or any other organization.*



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Small Business Planning Resources

State of Ohio's 1st Stop Business Connection (614) 466-4232

At the 1st Stop Business Connection website an entrepreneur will be guided through a six step process that will help them create a free business information kit containing state-level instructions regarding starting a business in Ohio.

The business information kit includes:

- A checklist detailing State of Ohio requirements & regulations for the specified industry
- Instructions for applying for an Employer Identification Number (EIN)
- Business name registration instructions
- Workers Compensation information
- And more

One-on-One Small Business Counseling

The Cleveland Small Business Administration (SBA) Office (216) 522-4180

The Small Business Administration is a federal government agency that was created to aid, counsel, assist, and protect the interests of small businesses, preserve free competitive enterprise, and maintain and strengthen the overall U.S. economy. The Cleveland SBA Office assists entrepreneurs through training, counseling, and business development programs including loan guaranties.

For further detail on the Cleveland SBA please select the link listed below:

www.sba.gov/localresources/district/oh/cleveland/index.html

The Small Business Development Center (SBDC) of Cleveland (216) 987-2969

The Small Business Development Center of Cleveland is a division of the Ohio Department of Development whose mission is to contribute to the economic growth in the Greater Cleveland market by providing a one-stop business information portal and hands-on education throughout the entire lifecycle of a small business.

To learn more about the Cleveland SBDC and schedule an appointment for free counseling please visit the link listed below:

www.entrepreneurio.org/center.aspx?center=17087&subloc=1



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State & County Financing Programs

JobsOhio (614) 224-6446

JobsOhio offers a wide range of financing options for companies looking to start, relocate, and expand within Ohio.

To learn more about JobsOhio and State Incentive Programs please select the link listed below:

<https://www.jobsohio.com/>

State of Ohio: Treasurer's Office (614) 466-2160

The Treasurer's GrowNOW interest rate reduction program is designed to help small businesses grow by providing them with critical cash flow. When a business is approved for a loan from one of the hundreds of eligible banks in Ohio, GrowNOW provides an additional three percent discount on the loan's already negotiated interest rate, when the loan is linked to creating or saving jobs in Ohio.

Select the link listed below to learn more regarding the Ohio Treasurer's GrowNOW Program:

tos.ohio.gov/grownow

Cuyahoga County: Department of Development (216) 443-7260

The Cuyahoga County Department of Development offers various financing opportunities designed to create local business growth and enhanced employment opportunities within Cuyahoga County.

Select the link listed below to learn more regarding the Cuyahoga County's assistance programs:

<http://development.cuyahogacounty.us/en-US/Economic-Development-Programs.aspx>





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Available Property Database

The City of Strongsville, Department of Economic Development, maintains an available properties database to assist in the site selection process.

Users can research available industrial & commercial land as well as retail, office, and industrial space within existing buildings.

To view available properties within Strongsville please select the link listed below:

www.strongsville.org/departments/economic-development/available-properties

Tax Incentives

The City of Strongsville has various tax incentive programs designed to benefit businesses who are relocating to Strongsville and expanding within the region.

To review available tax incentives and eligibility requirements please select the link listed below:

www.strongsville.org/departments/economic-development/tax-incentives

The Strongsville Corporate Relocation Guide & Community Profile

The Strongsville Corporate Relocation Guide & Community Profile describes the pro-business environment within the city and provides site selectors with the information most often requested.

To download the Strongsville Corporate Relocation Guide select the link listed below:

www.strongsville.org/departments/economic-development

Demographics & Site Selector Resources

Located on www.strongsville.org, the Demographics & Site Selectors Resources webpage provides information regarding demographic data, business & workforce reports, and specifics regarding the City of Strongsville, including distance to major markets, largest employers, and city traffic counts.

To learn more select the link below:

www.strongsville.org/departments/economic-development/community-profile

***To relocate your business to Strongsville contact Brent Painter, Director of Economic Development, at (440) 580-3118 or at brent.painter@strongsville.org**

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Northeast Ohio's Incubators

The Northeast Ohio Edison Technology Incubator Program is designed to assist technology-oriented start-ups during their concept definition & development stages. A list of local incubators can be found below.

Jumpstart, Inc.

www.jumpstartinc.org

737 Bolivar Road, Suite 3000
Cleveland, Ohio 44115
(216) 363-3400

Manufacturing Advocacy & Growth Network (MAGNET)

www.magnetnetwork.org

1768 East 25th Street
Cleveland, Ohio 44114
(216) 432-4197

Great Lakes Incubator for Developing Enterprises (GLIDE)

www.glideit.org

151 Innovation Drive, Suite 210 (*Located at Lorain County Community College*)
Elyria, Ohio 44035
(440) 366-4310

The Akron Global Business Accelerator

www.akronaccelerator.com

526 South Main Street
Akron, Ohio 44311
(330) 375-2173

Youngstown Business Incubator (YBI)

www.ybi.org

241 Federal Plaza West
Youngstown, Ohio 44503
(330) 746-5003

Braintree Partners

www.braintreepartners.org

201 East Fifth Street, Suite 100
Mansfield, Ohio 44901
(419) 525-1614





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Workforce Development & Export Assistance

Workforce Development

OhioMeansJobs

OhioMeansJobs is a collaborative workforce system within Cuyahoga County that helps local employers meet their human capital needs and assists job seekers in finding success.

To learn more about OhioMeansJobs please select the link below:

www.ohiomeansjobs.com

Cuyahoga Community College Corporate College

Cuyahoga Community College offers Northeast Ohio companies affordable, cutting-edge training programs that can be custom-designed to accommodate an employers workforce development needs through the Corporate College.

To learn more about the Corporate College please select the link listed below:

www.corporatecollege.com

Polaris Career Center

The Polaris Career Center Adult Education Department offers comprehensive education and training services.

For more details please click the link listed below:

www.polaris.edu/adult-education/

Export Assistance

U.S. Export Assistance Cleveland Office

The Cleveland U.S. Export Assistance Center (USEAC) is a division of the U.S. Depart of Commerce and provide comprehensive solutions to international trade challenges through expert counseling.

To review the services and programs provided by the USEAC please visit the website listed below:

www.export.gov/ohio/northernohio/

International Trade Assistance Center

The International Trade Assistance Center (ITAC) provides export assistance services to small and medium sized businesses in order to promote growth through exports.

To learn more about ITAC select the link listed below:

www.csuohio.edu/business/global/international-trade-assistance-center

Ohio Development Services Agency: Global Markets Division

With 7 international offices, the Ohio Development Services Agency's Global Markets Division's goal is to develop new relationships in foreign countries that will benefit the export strategies of Ohio's businesses.

Select the link listed below to learn more about the Global Markets Division:

http://development.ohio.gov/bs/bs_globalohio.htm



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Additional Resources

The Strongsville Chamber of Commerce (440) 238-3366

The Strongsville Chamber of Commerce was established in 1941 and is one of the largest Chambers in Ohio. The Chamber excels in helping business people connect and locate opportunities within the City of Strongsville.

Website: www.strongsvillechamber.com

Council of Smaller Enterprises (COSE) (216) 592-2222

COSE is Northeast Ohio's largest small business support organization and provides cost-effective group purchasing programs, advocacy on legislative and regulatory issues, and networking and educational resources to its over 17,000 members.

Website: www.cose.org

Email: customerservice@cose.org

The Strongsville Public Library (440) 238-5530

Opened in September of 2003, the Strongsville Public Library is a 35,000 square foot facility designed to incorporate traditional learning approaches with cutting-edge technology.

18700 Westwood Drive
Strongsville, Ohio 44136

Website: www.cuyahogalibrary.org/Branch.aspx?id=840

The Cleveland Public Library (216) 623-2927

The Cleveland Public Library, which recently received a five star rating by Library Journal's, is home to the Business, Economics and Labor Department which covers information ranging from theoretical economics to how to sell on eBay.

Website: <https://cpl.org/>

Email: business@cpl.org

The Cleveland Federal Reserve Library (216) 579-2050

Cleveland is the headquarters of the Fourth Federal Reserve District, which comprises Ohio, western Pennsylvania, eastern Kentucky, and the northern panhandle of West Virginia. The Cleveland Federal Reserve Library contains a wealth of information, much of which is available online.

Website: www.clevelandfed.org

Email: 4d.library@clev.frb.org

Small Business Reference Guides

Small business reference guides, such as [Small Business for Dummies](#), are available through local Strongsville book/office supply stores, as well as www.amazon.com. These reference guides can be a useful resource for entrepreneurs looking for an overview of the basics of starting and growing a successful business.



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For more information regarding Strongsville please contact:

Mayor Thomas P. Perciak
City of Strongsville
(440) 580-3150
tom.perciak@strongsville.org

Brent Painter
Director of Economic Development
City of Strongsville
(440) 580-3118
brent.painter@strongsville.org

Strongsville Economic Development Committee

- Mayor Thomas P. Perciak
- Councilman Michael Daymut, *Committee Chair*
- Councilwoman Ann Roff
- Councilwoman Kelly Kosek
- Brent Painter, *Director of Economic Development*
- Joseph Benny, *Key Bank*
- Jim Kaminski, *Kellogg Company*
- Steve Shawver, *Minuteman Press*
- Steve Kilo, *Director of Human Resources, City of Strongsville*
- Albert Matyas, *Vice President, Southwest General Health Center*
- Barry Zimmerman, *IT Consultant*
- Edwin Oliveros, *Entrepreneur*
- Bruce Keenen, *Key Bank - Retired*
- Nancy Stradtman, *Retired Professional*
- Ruth Brickley, *Strongsville School Board*
- Ray Haseley, *Former Strongsville Mayor*

City of Strongsville Contacts:

City Hall Main Line.....	440-580-3100
Mayor's Office.....	440-580-3150
Mayor's Court.....	440-580-3155
Council Office.....	440-580-3110
Economic Development Department.....	440-580-3118
Building Department.....	440-580-3105
Engineering Department.....	440-580-3120
Communications Center.....	440-580-3190
Recreation Center.....	440-580-3260
Senior Center.....	440-580-3275
Service Department.....	440-580-3170
Trash Pick-Up.....	440-572-7590

FIRE DEPARTMENT

Non-Emergency Number.....	440-580-3210
Fire Prevention.....	440-580-3225

POLICE DEPARTMENT

Non-Emergency Number.....	440-580-3230
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