



# THE CITY OF STRONGSVILLE

## Department of Economic Development

### 2006/2007 Business Retention & Expansion (BR&E) Survey

Mayor Thomas Perciak and Councilman Mike Daymut, Chairman of the Economic/Community Development Committee, are pleased to release the results of the City of Strongsville's "Business Retention & Expansion" survey.

Working closely with Ohio State University's BR&E Initiative, the purpose of the survey was to determine the value Strongsville businesses place on available amenities and services, as well as their satisfaction level in those areas. The results indicated that:

- **94%** of businesses rated Strongsville as a good/excellent place to do business
- **96%** rated the overall quality of life in Strongsville as good/excellent
- **94%** of respondents would recommend Strongsville to another business
- **90%** rated the Strongsville School System as good/excellent



Momentive Performance Materials



Telsource Corporation



Pat Catan's



ICI Paints

The highest ranked factors for reasons companies have located in Strongsville include:

- Proximity to Freeways
- Access to the Airport
- Workforce Availability
- Proximity to Home
- Local Officials
- Financial Incentives

Respondents rated the following City Services & Amenities as high in quality:

- Snow/Ice Removal
- Local Roads & Freeway Access
- Fire
- Police
- High Speed Internet Access
- Street Repairs

With over 70% of the City's operating budget derived from income taxes, the strength of Strongsville's business base is critical. 82% of business respondents indicated they had no plans to close, move, or sell their business, a strong confidence rate that illustrates the business friendly, profitable environment active within the City of Strongsville.

#### The Business Community in Strongsville is thriving:

- **83%** expect an increase in Customers
- **87%** expect an increase in Total Revenue
- **83%** expect an increase in Profits
- **74%** expect an increase in Employment

Dr. Greg Davis, Director of Ohio State University's BR&E Initiative, adds an expert's insight on Strongsville's survey process:

"Making the most of a BR&E program requires committed leadership. The leadership exhibited by the Mayor of Strongsville and the Economic Development Department in the most recent survey effort was by far, one of the key components in this program's success."



#### THE CITY OF STRONGSVILLE:

Your Partner in Success

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## NEWS RELEASE

April 9, 2007  
City of Strongsville

Contact: Mayor Thomas P. Perciak  
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Mayor Thomas Perciak and Councilman Mike Daymut, Chairman of the Economic/Community Development Committee, today announced the completion of the City of Strongsville's "Business Retention & Expansion" survey.

Working closely with Ohio State University's BR&E Initiative, the purpose of the survey was to determine the value Strongsville businesses place on available amenities and services, as well as their satisfaction level in those areas.

In December of 2006, the Strongsville, OH, Economic/Community Development Committee sent the survey to 158 Strongsville Businesses and received 49 completed surveys for an amazing 31% return rate (20% is considered very good).

**The survey results indicated that 94% of businesses rated the City of Strongsville as a good to excellent place to do business with 96% rating the overall quality of life in Strongsville as good to excellent. In addition, 94% of respondents would recommend another business to locate in Strongsville and the large majority rated the cost of doing business in Strongsville as "Acceptable".**

The evaluation of City services and amenities showed that the business community rated the following as high in quality:

- Snow/Ice Removal (92%)
- Local Roads & Freeway Access (90%)
- Fire (88%)
- Police (88%)
- Water/Sewers (86%)
- Street/Sidewalk Cleaning (78%)
- High Speed Internet Access (76%)
- Business Services (74%)
- Rubbish Collection (73%)
- Street Repairs (67%)

In addition, the respondents rated the following Development and Approval services within the 70-75% approval range:

- Overall Development and Approval Process
- Plan Review
- Zoning-Building Codes
- Building Permits
- City Council Approvals
- Economic Development Assistance
- Communication between the City and Business Owners

As expected, 90% of respondents rated the Strongsville School System good to excellent with the following factors ranked highest for the reasons why their companies located in Strongsville:

- Proximity to Freeways (20%)
- Access to Airport (12%)
- Workforce Availability (8%)
- Proximity to Home (8%)
- Local Officials (7%)
- Financial Incentives (7%)

**The Industrial Survey also revealed that the business community in Strongsville is thriving. Of the companies who completed the survey, over the next three years:**

- **83% expect an increase in their Number of Customers**
- **87% expect an increase in Total Revenue**
- **83% expect an increase in Profits**
- **74% expect an increase in their Total Number of Employees with only 2% expecting to reduce employment**

Future plans indicate that 43% of the respondents plan to modernize, renovate, or expand their business, down from 55% in 2003 as might be expected as many firms completed such projects during the last three years. Only 15% of respondents are considering opening another facility, with just one adding a facility within Strongsville.

Of the small portion of companies considering moving, selling, or closing their business, changing market conditions and high state/local taxes were the reasons given for leaving the local area. **However, 82% of respondents indicated they had no plans to close, move, or sell their business, a fairly high confidence rate.**

Greg Davis, Director of Ohio State University's BR&E Initiative, adds an expert's insight on Strongsville's survey process: "Making the most of a BR&E program requires committed leadership. The leadership exhibited by the Mayor of Strongsville and the Economic Development Department in the most recent survey effort was by far, one of the key components in this program's success."

Copies of the survey results will be available to the public at Strongsville's public library branch, City Hall, the Chamber of Commerce, and at the City's website ([www.strongsville.org](http://www.strongsville.org)). The results have been presented for review to the City of Strongsville Council and to the Strongsville Board of Education.

### **Quality of Life Survey Task Force**

Thomas P. Perciak, Mayor

Richard L. Pinkerton, Ph.D, Taskforce Chair & Professor Emeritus, Calif St Univ, Fresno

Michael J. Daymut, Co-Chair, Councilman Ward One

Rea Cantwell, Executive Director, Strongsville Chamber of Commerce & Former  
Assistant Superintendent of Strongsville City Schools

Greg Davis, Ph.D, Director, Ohio BR & E Initiative

Theresa Fleming, Director, "Moms for Ohio"

Eugene P. Magocky, Director of Strongsville Economic Development

The Reverend Ron Mowry, Pastor, Strongsville United Methodist Church

Brent T. Painter, Administrative Assistant, Strongsville Economic Development

Marcie Sprosty, President, Palm & Patterson, Inc.

Barry R. Zimmerman, Executive Vice President, Edgerton, Corp.