

Surveys put city in spotlight

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STRONGSVILLE — The city is the focus of a new piece of national marketing material highlighting the success of its survey program.

The Ohio State University's Business Retention and Expansion Initiative will distribute the material to OSU stakeholders — including county commissioners, state legislators and legislators in Washington, DC through the university's lobbyist — to further expose the school's initiative.

"They (OSU) are using us as a prime example of what a community can do with their surveys," Economic Development Director Gene Magocky said. "It also adds legitimacy to these surveys."

Strongsville partnered with Ohio State to conduct several business retention and expansion surveys over the past few years within its four business parks, as well as a census residential survey and a survey for retail and professional services.

"This is another tool in the Economic Development Department's tool box that gives us the ability to gauge how well we are doing and gauge the sentiment of the business

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community," Magocky said.

Survey results, according to Mayor Thomas Perciak, have sparked discussions and visits to Strongsville from community leaders from other regions in Ohio, the University of Minnesota and the city of Fresno, Calif.

Councilman Mike Daymut, who chairs the city's Economic Development and Technology committee, said the surveys have been important; as they are a good barometer of where the city is — and where it needs to go in the future.

"I think it (the marketing piece) says a lot for the community itself, and this does give us national recognition as a very progressive community

that is very attentive to its business partners and to its residents," he said.

Daymut also credits OSU's extension specialist Greg Davis and retired college professor Richard Pinkerton for

their help and guidance with the survey program.

City officials plan on revealing results from its latest survey, which polled retailers and professional services here, next month.