

2022 Annual Report

MISSION STATEMENT

The Ottawa County Improvement Corporation serves as the lead economic development agency by advancing, encouraging, and promoting the industrial, economic, commercial, and civic development of Ottawa County.

2022-2024 Strategic Plan



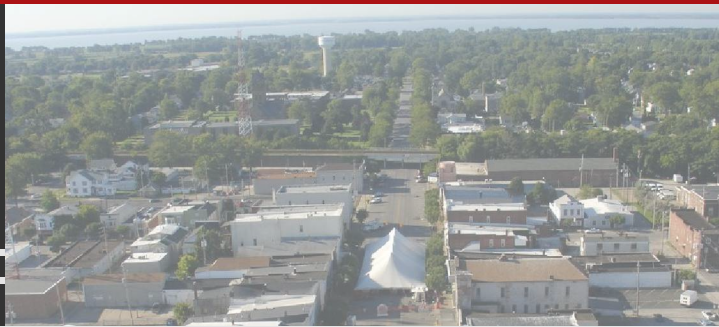
Retention & Expansion

PILLAR I



Business Attraction

PILLAR II



Workforce Development

PILLAR III



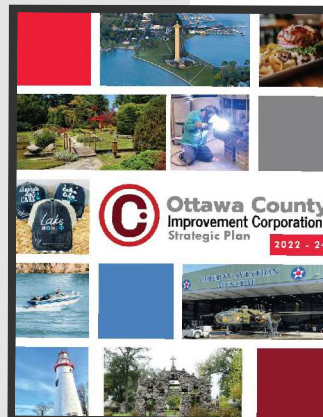
Communications & Marketing

PILLAR IV



Comprehensive Community Development

PILLAR V



The OCIC's Strategic Plan is a roadmap used to enhance and grow both economic and workforce development efforts across the county for both the short and long term.

Check out our
Strategic Plan
at ocic.biz



retention, expansion & attraction

Ottawa County BR&E Program Established

- In collaboration with the Ottawa County Chambers of Commerce
- To gauge the perceptions & concerns of local businesses
- BRE questionnaire completed by 100 local businesses



OTTAWA COUNTY **BUSINESS RETENTION & EXPANSION PROGRAM**

BRE Visits Held & Communication Outcomes



- 30 business visits completed
- Assistance with funding options including Destination Development Grant, 4 businesses became chamber members, shared trainings & webinars including SBDO small biz basics classes, and additional resources
- 'Small Biz Bulletin' monthly communication created

small business support

Ribbon Cuttings Held Throughout Ottawa County

- 11+ ceremonies held welcoming new businesses including Gully's Lake Wear, All Elite Sports Complex, The Flourish Flat, Lola's Vintage Lakehouse
- Held by local chambers of commerce



Revolving Loan Fund & JobsOhio Inclusion Grant



- OCIC's Revolving Loan Fund assists with gap financing & down payment assistance. Currently, \$484,000 total in small business loans. Funding is available.
- Five Ottawa County businesses secured a JobsOhio Inclusion Grant: Pristine Marine, Lateral Gig, Quikstir, Legacy Canvas Unlimited and Angry Irishman



business financing resources

advancing economic competitiveness and quality of life

Regional Workforce Collaboration

- A Child Care Study was completed to gather data on childcare gaps throughout our region
- A Housing Study launched to help inform regional solutions and retain/attract talent, and ensure the housing landscape meets our needs
- Three Regional Employee Wellness Fairs were held
- Received the Gold Award for Talent Development and Retention from the International Economic Development Council (IEDC)



workforce development initiatives

Ottawa County Business Advisory Council

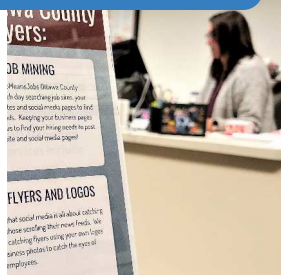
- Redesigned the BAC logo to incorporate Lake Erie colors
- 12 students completed the Career Engagement Opportunity (CEO) Internship Program
- Ottawa County's 2nd Teacher Boot Camp took place in June with 18 participating teachers from 5 local school districts. Each received graduate credit hours from Ashland University
- The Ottawa County Skilled Trades Academy (STA) graduated 8 high school seniors in May. This was the 3rd year of the STA
- An STA Open House was held to introduce the 4th year of the program. 15 students are enrolled this program year
- An Open House was held to kick off the 1st year of the Ottawa County STNA Program. 11 students completed their STNA training & medical terminology during the 18-week program
- The 8th Career Showcase took place at Camp Perry with 30 participating businesses and 500 freshman students. Ohio Dept. of Development Director Lydia Mihalik attended and toured the stations



employer & job seeker services

OhioMeansJobs Ottawa County

- OCIC's 6th year of operating the OhioMeansJobs Ottawa County
- 244 resumes written, posted **1,499** employer job openings, assisted clients with career exploration and job coaching, flyer creation for employers
- Foot traffic included over 2,300 new and returning customers



Ottawa County
A proud partner of the American Job Center network

safety-related topics

Ottawa County Safety Council

- Resumed in-person monthly meetings in July
- Relaunched website for a more simplified version
- Held CPR/First Aid/AED classes and an upcoming OSHA 10-Hour
- Welcome 2 new members: LogistiQ and Erie-Ottawa International Airport



get the word out



Communication Efforts

- OCIC's Quarterly Newsletter is sent to subscribers via EMAIL & TEXT
- Includes OCIC updates and resources, calendar of events and is **mobile friendly!**

SUBSCRIBE!

OCICNEWS
419
413
5390

Via Email

78 Clicks | 345 Opened Emails

Via Text

78 Clicks | 436 Delivered Texts

14 new subscribers

events held



Business & Industry Awards



Experience Ottawa County

- Record turnout 300+ attendees
- 'Tour de Ottawa County' held
- Local businesses set up as vendors
- Ohio Gov. DeWine made a surprise visit



Social Media & Website Analytics

METRICS BEING TRACKED

ocic.biz website | easy to navigate, identical mobile-desktop format



63,479
website visits

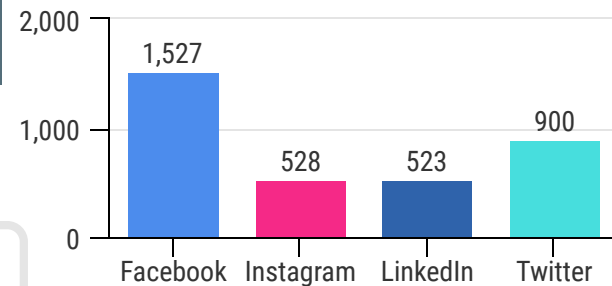
151.61% INCREASE from 25,229



10,093 USERS
visited ocic.biz

↑ 39%

of Followers



40% users from Ohio

19% Virginia | 6% Washington | 6% Wyoming | 4% Oregon
4% Texas | 3% Iowa | 3% Michigan | 2% New York | 3% Other



83% channels (direct) **(77% INCREASE)**



8% bounce rate **(83% DECREASE)**



92% new visitors



68% desktop users



31% smart device users

Highlights

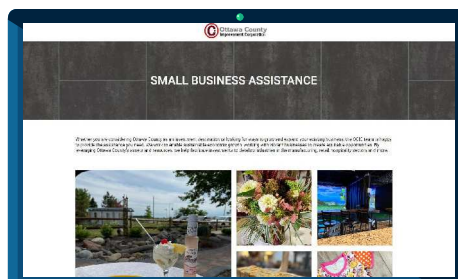
- 16% engagement rate
- carousel photos up 2.8K
- most shares, reactions, impressions: LogistiQ Ribbon Cutting

Across All Platforms

697 Posts ↑ 85 from 612
208K Impressions ↑ 60K from 148K
148K Users ↑ 56K from 92K
10.54% Engagement ↑ 5.07 from 5.47%

Small Business Assistance Webpage & Email Launched

- Feedback received during BRE visits, OCIC launched a new webpage for small businesses
- Monthly email communication: "Small Biz Bulletin" launched in October & was developed for our small business community. Includes webinars, trainings, & resources



opportunities are available right in your backyard

SMALL BIZ BULLETIN

"This is awesome!
Thanks for sharing."

"Wonderful! Thank
you so much!!"

"Thank you for
keeping us in
the loop!"

