



# THE CITY OF STRONGSVILLE



## The City of Strongsville

*IEDC Annual Conference*

September 25, 2016



# THE CITY OF STRONGSVILLE

## The Strongsville Community



### STRONGSVILLE COMMUNITY SNAPSHOT

Total Population: 44,750

Size: 24.64 Square Miles

Total Households: 17,659

**86%** of General Fund Revenue Derived  
from Local Income Tax Collections

### CITY BUSINESS PARKS

#### Strongsville Business & Technology Park

- 1,693 acres
- 3,422,143 SF of Build-Out
- **Over 70 companies; 3,000 employees**

#### Dow Circle Research & Development Park

- 258 acres
- 972,812 SF of Build-Out
- **Over 30 companies; 2,600 employees**

#### Progress Drive Business Park

- 325 acres
- 1,508,326 SF of Build-Out
- **Over 40 companies; 2,000 employees**

#### Park 82

- 86 acres
- 953,450 SF of Build-Out
- **19 companies; 1,000 employees**



# THE CITY OF STRONGSVILLE

## BR&E Survey Program

# Strongsville's Business Retention & Expansion (BR&E) Survey Program

*In partnership with Ohio State University, the City collects community data through three separate survey programs:*

### Manufacturing/High Tech Business Survey

- Survey of all of the businesses located within the City's Business Parks
- Completed every four years (2003, 2007, 2011, & 2016)
- 150+ businesses surveyed each year
- Average 33% response rate
- Questions focus on
  - Costs of Doing Business
  - Satisfaction Levels in City Services & Amenities
  - Workforce Development/Training
  - Quality of Life





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## BR&E Survey Program

### Retail/Professional Services Business Survey

- Survey of businesses located within and surrounding the City's retail corridors
- Completed in 2009
- 816 businesses surveyed
- 15.5% response rate
- Questions focus on
  - Costs of Doing Business
  - Satisfaction Levels in City Services & Amenities
  - Workforce Development/Training
  - Quality of Life



*SouthPark Mall*

### Residential "Strongsville in Dialogue" Survey

- Survey of every Strongsville household
- Completed in 2005
- Over 16,000 households surveyed
- 36% response rate
- Questions focus on
  - Costs of Living
  - Satisfaction Levels in City Services & Amenities
  - Quality of Life





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## BR&E Survey Program

### How does the City Use Survey Data to Support BR&E?

1. Address Immediate Business Concerns
  - Schedule and complete follow-up meetings
  - Prioritize time-sensitive concerns from the business community
2. Identify Weaknesses and Act (*when possible/feasible*)
3. Express Partnership with Existing Business Base & a Willingness to Adjust
  - Share compiled results with the Business Community
  - Update the Business Community on the progress made from previous surveys
4. Identify Strengths
  - **One of the most powerful Business Attraction tools the City maintains is an effective BR&E Program**
5. Compare Previous Surveys for Trends
6. Analyze Results with Stakeholders
  - Other City Departments
  - Utility Providers
  - Educational Institutions



# THE CITY OF STRONGSVILLE

## BR&E Survey Program

### Example of How Data Collection Impacted BR&E Strategy

- Survey results/comments increasing indicated that High Speed Internet Access within the City's Business Parks was becoming a concern for employers
- Through the collection of this data, the City's Economic Development & Technology Office began to discuss ways to improve an "Identified Weakness" within our Business Parks
- The City began to discuss the cost of installing fiber optic cable throughout the business parks
- In discussions with Time Warner Cable, the survey data (as well as additional input) was shared and Time Warner Cable who decided to install fiber lines at their expense, instead of sharing City lines with other providers
- Several years later, fiber optic lines run through each business park and the City saved millions of dollars in installation costs
- The data received from the survey guided our attention to a growing weakness within our community and also served as useful documentation to push a public-private partnership with Time Warner Cable



# THE CITY OF STRONGSVILLE

## Pitfalls in Using Survey Data for BR&E

- 1. Data is a snapshot within a changing environment – there is a shelf life to the data collected**
  - Balance between updating data vs. burdening your business community with surveys
- 2. Actively collecting data places a responsibility on a community for follow-up/follow-through**
  - If you ask a business to complete a survey/give an opinion, that company deserves a response
- 3. Data collection does not replace the importance of consistent, personal relationships**

# THE CITY OF STRONGSVILLE

## Contact Information

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# Department of Economic Development