

# Ohio's Lake Erie Marina Industry Business Retention & Expansion Program 2015 Final Report

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# Marinas



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# Ohio's Lake Erie Marina Industry –Business Retention & Expansion Program

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## **INTRODUCTION**

Retention of existing businesses and community encouragement of local firms' continued growth has become an essential aspect of many local and regional economic development programs. While attraction of new businesses is a highly visible aspect of most economic development programs, studies have shown that businesses which already exist in a community account for up to 70% of all net change in local employment, and up to 86% in rural areas.<sup>1</sup>

Existing businesses success allows for a strong tax base, increased local spending, enhanced public services, and an overall better quality of life. Additionally, strong local businesses play a major role in the attraction of new business to the area. Satisfied existing businesses can serve as a community's best ambassadors when recruiting new firms as well as being a source of leads when seeking new firms to recruit.<sup>2</sup>

Recognizing the importance of local marinas, the Lake Erie Marine Trades Association and the Ohio Department of Natural Resources Office of Coastal Management in conjunction with Ohio State University Extension and the Ohio Sea Grant College Program established a BRE (Business Retention & Expansion) Program to assist these companies in achieving their growth

objectives and to improve the overall business environment of Ohio's Lake Erie Marina Industry.

## **Business Retention & Expansion Program Objectives**

The objectives of the Ohio's Lake Erie Marina Industry BRE Program are to:

- Identify and address concerns and issues of existing businesses by creating a value-chain of partners, including local and state government as well as private organizations and enterprises.
- Identify opportunities to stimulate local job growth.
- Establish and maintain a program that develops and fosters long-term positive and productive relationships among public and private entities related to Ohio's Lake Erie Marina Industry.

## **Business Retention & Expansion Program Outcomes**

Expected outcomes of the program are to improve services, grow existing businesses (e.g., new markets, new products, partnerships, spin-offs, suppliers, etc.), enhance organizational visibility, and retain and improve the quality of life in Ohio's coastal communities.

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<sup>1</sup> Kraybill, D. 1995. Retention and Expansion First, Ohio's Challenge. 8(2):4-7 [Department of Agricultural, Environmental, and Development Economics, Ohio State University, Columbus, OH]

<sup>2</sup> Morse, G. 2004. The Retention and Expansion of Existing Businesses. CARDI- Cornell, Ithaca, NY. [http://www.cdtoolbox.net/economic\\_development/000195.html](http://www.cdtoolbox.net/economic_development/000195.html)

## **Business Retention & Expansion Program Methods**

In 2014, the Ohio Sea Grant College Program surveyed 261 existing businesses about their perceptions, plans and concerns. A partnership was established with the Ohio State University Extension BRE Program utilizing Survey Gold software for survey analysis and other BRE tools to assist in accomplishing an effective program. The multi-county BRE program was sponsored by the Lake Erie Marine Trades Association, the ODNR Office of Coastal Management and the Ohio Sea Grant College Program, with Sarah Orlando acting as Coordinator and Joe Lucente acting as BRE Program consultant working with a Task Force composed of aforementioned agency and industry partners. See **Appendix B** for a list of BRE Task Force partners. The following coastal counties were represented by participants of the business survey: Lucas, Ottawa, Erie, Lorain, Cuyahoga, Lake and Ashtabula. Please note Sandusky county demographic information was not included in this report as there were no survey respondents from Sandusky county.

## **Business Retention & Expansion Survey Highlights**

The following is a summary of the 2014 Ohio Lake Erie Marina Industry BRE survey findings:

- 261 marina businesses were

mailed a cross-sector business survey (retail, manufacturing, industrial, marine, etc.) with 51 businesses responding yielding a 20% response rate.

- Of the 51 marina respondents:
  - 52% were retail or service businesses,
  - 26% were office related businesses
  - 15% were warehouse businesses
  - 7% were industrial and/or manufacturing businesses.
- Most respondents were small businesses with 57% having fewer than 10 employees. 29% of businesses reported having 11-20 employees while only one business in this survey reported having more than 100 employees.

The majority of respondents, 37%, were privately held businesses while 35% were family owned businesses. 11% of businesses were non-profit, 6% were publicly held companies, 2% report being a branch office of a multi-unit firm and 3% were employee-owned.

The majority of businesses, 92%, have been operating in their current locations along the Lake Erie coastline for more than 10 years. The majority, 79%, also own the space that they occupy while 21% of businesses lease space.

## Growth Plans/Employment

Thirty of the 51 businesses that responded to the BRE survey reported that they plan to expand, modernize or renovate their businesses with six of these firms planning to add jobs within the next 12 months. The number of new employees expected to be added is estimated to represent between 26-41 new full-time equivalent jobs (FTE).<sup>3</sup>

The addition of 26 new jobs is estimated to represent \$33,134.10 in additional income tax revenue to Ohio's Lake Erie shoreline counties<sup>4</sup> and would contribute an estimated \$790,790 in personal income to Ohio's Lake Erie shoreline county economies.<sup>5</sup>

Comparatively, 41 new jobs are estimated to represent \$52,249.93 in additional income tax revenue and would contribute an estimated \$1,247,015 in personal income to Ohio's Lake Erie county economies.<sup>6</sup> Jobs are projected as being added in the retail and service sectors.

As a result of the BRE business survey, the Lake Erie Marine Trades Association, the ODNR Office of Coastal Management and Ohio Sea Grant has learned that 51 businesses plan to retain between 566 to 1,011 jobs and

create an estimated 26 to 41 new FTE jobs.

The majority of businesses, 57%, expect the number of customers to increase while 37% expect customers to remain the same. The majority of businesses, 65%, expect total sales revenue to increase while 27% expect revenue to remain the same. The majority of businesses, 56%, expect profits to increase while 35% expect profits to remain the same.

Seven businesses are considering selling; one is considering closing and two businesses may move. Of those businesses planning to move, one may move outside of Ohio but remain in the United States while one may move to another location along Ohio's coast.

When asked about the possible impact that plans for modernization, renovation, expansion, moving, closing or selling have on the number of employees in their current location, 64% of businesses indicated no change, 31% indicated they plan to add employees and 5% indicated a possible reduction of employees. The potential loss of 16 FTE jobs is estimated to represent \$20,390.22 less income tax revenue and could account for an estimated loss

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<sup>3</sup> Federal definition available at: [http://www.whitehouse.gov/sites/default/files/omb/assets/a11\\_current\\_year/s85.pdf](http://www.whitehouse.gov/sites/default/files/omb/assets/a11_current_year/s85.pdf)

<sup>4</sup> Ohio's Lake Erie shoreline counties represented in this survey are Lucas, Ottawa, Erie, Lorain, Cuyahoga, Lake and Ashtabula counties.

<sup>5</sup> Assuming average income tax rate of Lucas (3.76%), Ottawa (3.76%), Erie (3.76%), Lorain (5.26%), Cuyahoga (5.26%), Lake (3.76%) and Ashtabula

(3.76%). Counties combined average income tax rate of 4.19%

<sup>6</sup> NAICS Codes 39 and 41 combined and averaged for a mean wage of \$30,415. Estimated personal income is derived from May 2014 Occupational Employment Statistics via the US Department of Labor, Bureau of Labor Statistics web site at: <http://www.bls.gov/oes/current/oesrcma.htm>

of \$486,640 in lost personal income to Ohio's coastal communities' economies.

### **Labor Force/Training**

The labor force was ranked average or above by 87% of employers surveyed. Employee training is a critical issue in the retention and expansion of businesses. The top five skills that Ohio's Lake Erie Marina businesses identified as the most needed in their current and potential employees were:

- Customer service skills
- Professional skills
- Safety and first aid
- Computer skills
- Managerial skills.

The six specific skills that businesses surveyed felt potential employees needed were:

1. Product knowledge
2. Word processing
3. Sales and marketing
4. Finance
5. Communications
6. Marine trade skills training.

Respondents indicated the three most preferred formats for employee training would be one-day seminars, customized on-site training and customized off-site training.

### **Community Services**

The majority of respondents, 90%, indicated they would encourage other marina related businesses to locate along Ohio's coast. The majority of businesses, 75%, ranked their location along Ohio's coast as either "good" or "excellent" place to do business.

Respondents listed the top three reasons for locating or keeping their company along Ohio's coast as 1) location, 2) access to customers and 3) recreation facilities/entertainment.

A majority of respondents, 71%, rated Ohio's coastal communities' quality of life as "good" to "excellent" and 76% of the respondents live near or adjacent to Ohio's coastal communities. A majority of respondents, 94%, also indicated that their businesses are located along Ohio's Lake Erie coast or a tributary connected to Lake Erie.

Surveyed businesses ranked the community services of fire protection, police protection, healthcare, school systems, natural gas services, water and sewer services, and roads, highways and freeways as "good" to "excellent." The following factors were rated "poor" or "very poor"; shopping opportunities, conference facilities, air service and public transportation. All other community services were largely rated as "average" by 51 responding Ohio Lake Erie Marina businesses. Health care insurance and property taxes were ranked the most expensive of the nine variables associated with business operating costs.

### **Action Plan**

The primary objective of any business retention and expansion program, outside of creating a narrative of the strengths and weaknesses of a local economy, is to identify a course of action for local community, public and business leaders as well as economic development professionals. This action

plan should work to address identified concerns from the collected BRE data. Changes in the local economy will not take place in the short-term and therefore the action plan must also lay the groundwork for sustaining local economic prosperity.

***Objective One: Enhance and encourage cooperation between business leaders, government leaders and education leaders to further the goals and purposes of the BRE program.***

Collaboration and cooperation among local leaders remains the number one factor that can either enhance or limit the success and effectiveness of the BRE program. A gathering of resources and efforts from many individuals are necessary to disseminate and collect survey information as well as make company visits.

This cooperation extends outside of the actual data collection into carrying out BRE program objectives. Local policy and decision changes are made by a number of individuals. The more often these individuals are exposed to the BRE program and collected data, the more informed their decision making can become, and ultimately the better they can serve their local businesses and residents.

***Objective Two: Improve the quality and quantity of the local workforce to satisfy the current and anticipated future needs of local businesses.***

The BRE survey notes that workforce, particularly the availability and stability of needed workforce, remains one of the larger issues facing employers. This issue is wide-spread and not unique to the Ohio Lake Erie Marina Industry. Organizations in many areas of Ohio and the nation face problems finding skilled and trained talent. Many labor market experts, through examining available government data, estimate as many as 25 million, 47%, of all new job openings from 2010 to 2020 will fall into the 'middle-skills' range, where the United States is already seeing a shortage of qualified workers.<sup>7</sup>

Local businesses have difficulty recruiting skilled talent, but the majority also lacks any relationship with local educational institutions that train the type of talent they seek. Establishing new relationships between local industry and education as a direct means to convey the need for certain types of skilled labor, or exposing local students and school administrators to the types of positions in high demand by local employers are just a few instances of how the local skills gap can begin to be addressed. Not only do skilled labor positions remain in high demand, but employers are finding it increasingly difficult to recruit unskilled labor as well.

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<sup>7</sup> Kochan, T., Finegold, D., and Osterman, P. (2012) Who Can Fix the "Middle Skills" Gap? Harvard Business Review, 90(12), 81-90.



***Objective Three: Connect local business leaders to programs, services and other resources available through local, state and federal agencies.***

Another underlying reason for conducting a business retention and expansion program for the Ohio Lake Erie Marina Industry is to identify needed resources that can be brought to local businesses to help them prosper and grow. Local community leaders and economic development professionals have knowledge of these resources and programs from which local businesses can benefit. The direct line of communication that the BRE program creates between business owners and local leadership allows for the identification of programs to satisfy the local needs. A strong BRE program functions as an outlet of communication to community and policy leaders, which results in a more business and growth-friendly environment for local businesses.

**Next Steps**

The BRE coordinator will meet with Task Force partners and plan how to follow-up with Ohio Lake Erie Marina businesses that requested a formal business visit in 2015. Businesses that will be chosen for a formal visit will consist of those that:

- 1) Requested a formal business visit,
- 2) Were “red flagged” or otherwise identified to be provided more information,
- 3) Are targeted by the BRE Task Force partners because of their importance to the Ohio Lake Erie Marina Industry, or
- 4) Businesses that indicated plans for expansion, plans for closing or if there was a specific identified problem.

### **DEMOGRAPHIC OVERVIEW – LUCAS COUNTY<sup>8</sup>**

- As of 2014, Lucas County's population was [441,198 people](#). Since 2000, it has had a population decline of -3.05%.
- The median home cost in Lucas County is [\\$75,000](#). Home appreciation the last year has been 0.70%.
- Compared to the rest of the country, Lucas County's [cost of living](#) is 19.00% lower than the U.S. average.
- Lucas County public schools spend [\\$14,404 per student](#). The average school expenditure in the U.S. is \$12,435. Student teacher ratios in Lucas County information unavailable.
- The unemployment rate in Lucas County is [5.70%](#) (U.S. avg. is 6.30%). Recent job growth is positive. Lucas County jobs have increased by 0.84% as of June 2014.
- The median age is 37.1. The U.S. median is 37.2. 45.09% of people in Lucas County are married. 13.15% are divorced.
- The average household size is 2.42 people. 27.09% of people are married with children. 22.73% have children but are single.
- 74.52% of people are white, 19.08% are black, 1.61% are Asian, 0.31% are Native American, and 1.52% claim 'other.' 6.11% of the people in Lucas County claim Hispanic ethnicity (meaning 93.89% are non-Hispanic).
- Lucas County's sales tax rate is 7.00%. Income tax is 3.76%.
- The income per capita is \$23,827, which includes all adults and children. The median household income is \$41,436.
- Average one-way commute time in Lucas County is 19.72 minutes in 2014 compared to 22.98 minutes (Ohio) and 25.44 minutes (U.S.).

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<sup>8</sup> Information obtained from Sperling's Best Places <http://www.bestplaces.net/> and US Census Bureau <http://www.census.gov/> which reflect most current information (2012-2014).

## Ohio's Lake Erie Marina Industry – Business Retention & Expansion Program

<b>Demographics</b>	<b>Lucas County</b>	<b>State of Ohio</b>	<b>United States</b>
<a href="#">Population</a>	441,198	11,533,561	309,138,711
<a href="#">Population - 2010</a>	441,815	11,536,504	308,745,538
<a href="#">Population - 2000</a>	455,055	11,351,677	285,036,114
<a href="#">Population - 1990</a>	462,361	10,845,228	251,960,433
<a href="#">Pop. 1990 to Now</a>	-4.58%	6.35%	22.69%
<a href="#">Pop. 2000 to Now</a>	-3.05%	1.60%	8.46%
<a href="#">Pop. Density</a>	1,294	282	88
<a href="#">Land Area (square miles)</a>	340.855	40,860.70	3,531,905.42
<a href="#">Water Area (square miles)</a>	255.022	3,964.89	264,836.79
<a href="#">Median Age</a>	37.1	38.8	37.2
<a href="#">Female Population</a>	51.55%	51.18%	50.83%
<a href="#">Male Population</a>	48.45%	48.82%	49.18%
<b>Estimated total population by age</b>	<b>Lucas County</b>	<b>State of Ohio</b>	<b>United States</b>
<a href="#">Age 0 to 4</a>	6.61%	6.18%	6.51%
<a href="#">Age 5 to 9</a>	6.73%	6.51%	6.57%
<a href="#">Age 10 to 14</a>	6.31%	6.68%	6.68%
<a href="#">Age 15 to 17</a>	4.24%	4.20%	4.17%
<a href="#">Age 18 to 20</a>	4.77%	4.35%	4.45%
<a href="#">Age 21 to 24</a>	6.06%	5.18%	5.52%
<a href="#">Age 25 to 34</a>	12.83%	12.32%	13.32%
<a href="#">Age 35 to 44</a>	12.39%	12.85%	13.34%
<a href="#">Age 45 to 54</a>	14.45%	14.95%	14.44%
<a href="#">Age 55 to 59</a>	6.77%	6.80%	6.37%
<a href="#">Age 60 to 64</a>	5.58%	5.81%	5.48%
<a href="#">Age 65 to 74</a>	6.79%	7.46%	7.12%
<a href="#">Age 75 to 84</a>	4.53%	4.71%	4.25%
<a href="#">Age 85 and over</a>	1.94%	2.00%	1.78%
<b>Race</b>	<b>Lucas County</b>	<b>State of Ohio</b>	<b>United States</b>
<a href="#">White</a>	74.52%	83.04%	74.17%
<a href="#">Black</a>	19.08%	12.17%	12.56%
<a href="#">Asian</a>	1.61%	1.70%	4.81%
<a href="#">Native American</a>	0.31%	0.19%	0.82%
<a href="#">Hawaiian, Pacific Islander</a>	0.04%	0.02%	0.17%
<a href="#">Other</a>	1.52%	0.78%	4.79%
<a href="#">Two or More Races</a>	2.93%	2.10%	2.68%
<a href="#">Hispanic</a>	6.11%	3.08%	16.35%
<a href="#">Non-Hispanic</a>	93.89%	96.92%	83.65%

## Ohio's Lake Erie Marina Industry –Business Retention & Expansion Program

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Family	Lucas County	State of Ohio	United States
<a href="#">Households</a>	178,615	4,555,709	115,226,802
<a href="#">Family Households</a>	109,395	2,962,217	76,595,548
<a href="#">Non Family Households</a>	69,220	1,593,492	38,631,254
<a href="#">Household Size</a>	2.42	2.46	2.61
<a href="#">Married Population</a>	45.09%	51.18%	51.40%
<a href="#">Single Population</a>	54.91%	48.82%	48.60%
<a href="#">Now Married</a>	43.08%	49.36%	49.23%
<a href="#">Married but Separated</a>	2.01%	1.82%	2.17%
<a href="#">Never Married</a>	35.25%	30.34%	31.83%
<a href="#">Widowed</a>	6.52%	6.61%	6.02%
<a href="#">Divorced</a>	13.15%	11.87%	10.75%
<a href="#">Married, w/children</a>	27.09%	30.28%	32.53%
<a href="#">Married, no children</a>	39.01%	43.59%	41.14%
<a href="#">Single, w/children</a>	22.73%	17.11%	16.88%
<a href="#">Single, no children</a>	11.18%	9.02%	9.45%

## Ohio's Lake Erie Marina Industry –Business Retention & Expansion Program

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### **Economy in Lucas County<sup>9</sup>**

<b>Economy</b>	<b>Lucas County</b>	<b>State of Ohio</b>	<b>United States</b>
<a href="#"><u>Unemployment Rate</u></a>	5.70%	5.30%	6.30%
<a href="#"><u>Recent Job Growth</u></a>	0.84%	1.00%	1.18%
<a href="#"><u>Future Job Growth</u></a>	36.00%	36.70%	36.10%
<a href="#"><u>Sales Taxes</u></a>	7.00%	6.75%	6.00%
<a href="#"><u>Income Taxes</u></a>	3.76%	3.76%	4.72%
<a href="#"><u>Income per Cap.</u></a>	\$23,827	\$25,857	\$28,051
<a href="#"><u>Household Income</u></a>	\$41,436	\$48,246	\$53,046
<a href="#"><u>Family Median Income</u></a>	\$54,830	\$61,163	\$64,585
<b>Estimated households by household income</b>	<b>Lucas County</b>	<b>State of Ohio</b>	<b>United States</b>
<a href="#"><u>Income Less Than 15K</u></a>	18.04%	13.96%	12.61%
<a href="#"><u>Income between 15K and 20K</u></a>	6.83%	5.83%	5.33%
<a href="#"><u>Income between 20K and 30K</u></a>	12.42%	11.40%	10.57%
<a href="#"><u>Income between 30K and 40K</u></a>	11.29%	10.84%	9.90%
<a href="#"><u>Income between 40K and 50K</u></a>	9.13%	9.50%	8.95%
<a href="#"><u>Income between 50K and 60K</u></a>	7.72%	8.42%	8.08%
<a href="#"><u>Income between 60K and 75K</u></a>	9.50%	10.47%	10.09%
<a href="#"><u>Income between 75K and 100K</u></a>	10.63%	12.02%	12.25%
<a href="#"><u>Income between 100K and 150K</u></a>	9.42%	11.12%	12.82%
<a href="#"><u>Income between 150K and 200K</u></a>	2.52%	3.54%	4.78%
<a href="#"><u>Income greater than 200K</u></a>	2.50%	2.90%	4.64%
<b>Population by occupation</b>	<b>Lucas County</b>	<b>State of Ohio</b>	<b>United States</b>
<a href="#"><u>Management, business, finance</u></a>	10.93%	13.45%	14.36%
<a href="#"><u>Engineering, computers, science</u></a>	3.47%	4.67%	5.24%
<a href="#"><u>Community, social services</u></a>	1.86%	1.63%	1.66%
<a href="#"><u>Legal</u></a>	1.13%	0.94%	1.17%
<a href="#"><u>Education, library</u></a>	5.96%	5.73%	6.10%
<a href="#"><u>Arts, design, media, sports, entertainment</u></a>	1.13%	1.39%	1.88%
<a href="#"><u>Healthcare practitioners and technology</u></a>	7.07%	6.22%	5.49%
<a href="#"><u>Healthcare support</u></a>	3.42%	3.02%	2.47%
<a href="#"><u>Firefighters, law enforcement</u></a>	2.17%	1.90%	2.24%
<a href="#"><u>Food preparation, serving</u></a>	7.29%	6.08%	5.61%
<a href="#"><u>Building maintenance</u></a>	3.62%	3.63%	3.97%
<a href="#"><u>Personal care</u></a>	3.23%	3.05%	3.54%

<sup>9</sup> Information obtained from Sperling's Best Places <http://www.bestplaces.net/> and US Census Bureau <http://www.census.gov/> which reflect most current information (2012-2014).

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<a href="#">Sales, office, administrative support</a>	25.03%	24.79%	24.89%
<a href="#">Farming, fishing, forestry</a>	0.19%	0.34%	0.73%
<a href="#">Construction, extraction, maintenance/repair</a>	7.13%	7.59%	8.56%
<a href="#">Production, transportation, material moving</a>	16.38%	15.57%	12.10%

### **Cost of Living In Lucas County<sup>10</sup>**

Cost of living	Lucas County	State of Ohio	United States
<a href="#">Overall</a>	81	88	100
<a href="#">Grocery</a>	99.7	99.2	100
<a href="#">Health</a>	95	98	100
<a href="#">Housing</a>	44	66	100
<a href="#">Utilities</a>	100	99	100
<a href="#">Transportation</a>	98	100	100
<a href="#">Miscellaneous</a>	98	98	100

- Cost of living indices are based on a U.S. average of 100. An amount below 100 means Lucas County is less expensive than the U.S. average. A cost of living index above 100 means Lucas County is more expensive.
- Overall, Lucas County's cost of living is 81.00.
- As of 2014, the total of all the cost of living categories were weighted subjectively as follows: housing (30%), food and groceries (15%), transportation (10%), utilities (6%), health care (7%), and miscellaneous expenses such as clothing, services and entertainment (32%). State and local taxes are not included in any category.
- Compared to the rest of the country, Lucas County's cost of living is 19% lower than the U.S. average.

<sup>10</sup> Information obtained from Sperling's Best Places <http://www.bestplaces.net/> and US Census Bureau <http://www.census.gov/> which reflect most current information (2012-2014).

### **DEMOGRAPHIC OVERVIEW – OTTAWA COUNTY<sup>11</sup>**

- As of 2014, Ottawa County's population was [41,445 people](#). Since 2000, Ottawa County has had a population growth of 1.12%.
- The median home cost in Ottawa County is [\\$135,400](#). Home appreciation the last year has been -0.70 percent.
- Compared to the rest of the country, Ottawa County's [cost of living](#) is 7.30% lower than the U.S. average.
- Ottawa County public schools spend [\\$16,247 per student](#). The average school expenditure in the U.S. is \$12,435. There are about [15.5 students per teacher](#) in Ottawa County.
- The unemployment rate in Ottawa County is [7.40%](#) (U.S. avg. is 6.30%). Recent job growth is positive. Ottawa County jobs have increased by 0.85% as of June 2014.
- The median age is 46.5. The U.S. median age is 37.2. 62.47% of people in Ottawa County are married. 10.37% are divorced.
- The average household size is 2.29 people. 25.58% of people are married with children. 10.35% have children but are single.
- 95.98% of people are white, 1.15% are black, 0.40% are Asian, 0.10% are Native American, and 0.94% claim 'other.' 4.34% of the people in Ottawa County claim Hispanic ethnicity (meaning 95.66% are non-Hispanic).
- Ottawa County sales tax rate is 7.00%. Income tax is 3.76%.
- The income per capita is \$28,607, which includes all adults and children. The median household income is \$53,850.
- Average one-way commute time in Ottawa County is 22.13 minutes in 2014 compared to 22.98 minutes (Ohio) and 25.44 minutes (U.S.).

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<sup>11</sup> Information obtained from Sperling's Best Places <http://www.bestplaces.net/> and US Census Bureau <http://www.census.gov/> which reflect most current information (2012-2014).

## Ohio's Lake Erie Marina Industry – Business Retention & Expansion Program

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<b>People</b>	<b>Ottawa County</b>	<b>State of Ohio</b>	<b>United States</b>
<a href="#">Population</a>	41,445	11,533,561	309,138,711
<a href="#">Population - 2010</a>	41,428	11,536,504	308,745,538
<a href="#">Population - 2000</a>	40,985	11,351,677	285,036,114
<a href="#">Population - 1990</a>	40,029	10,845,228	251,960,433
<a href="#">Pop. 1990 to Now</a>	3.54%	6.35%	22.69%
<a href="#">Pop. 2000 to Now</a>	1.12%	1.60%	8.46%
<a href="#">Pop. Density</a>	163	282	88
<a href="#">Land Area (square miles)</a>	254.917	40,860.70	3,531,905.42
<a href="#">Water Area (square miles)</a>	330.146	3,964.89	264,836.79
<a href="#">Median Age</a>	46.5	38.8	37.2
<a href="#">Female Population</a>	50.49%	51.18%	50.83%
<a href="#">Male Population</a>	49.51%	48.82%	49.18%
<b>Estimated total population by age</b>	<b>Ottawa County</b>	<b>State of Ohio</b>	<b>United States</b>
<a href="#">Age 0 to 4</a>	4.94%	6.18%	6.51%
<a href="#">Age 5 to 9</a>	5.42%	6.51%	6.57%
<a href="#">Age 10 to 14</a>	6.26%	6.68%	6.68%
<a href="#">Age 15 to 17</a>	3.95%	4.20%	4.17%
<a href="#">Age 18 to 20</a>	2.80%	4.35%	4.45%
<a href="#">Age 21 to 24</a>	3.80%	5.18%	5.52%
<a href="#">Age 25 to 34</a>	9.33%	12.32%	13.32%
<a href="#">Age 35 to 44</a>	11.39%	12.85%	13.34%
<a href="#">Age 45 to 54</a>	16.86%	14.95%	14.44%
<a href="#">Age 55 to 59</a>	7.98%	6.80%	6.37%
<a href="#">Age 60 to 64</a>	7.95%	5.81%	5.48%
<a href="#">Age 65 to 74</a>	10.77%	7.46%	7.12%
<a href="#">Age 75 to 84</a>	6.09%	4.71%	4.25%
<a href="#">Age 85 and over</a>	2.46%	2.00%	1.78%
<b>Race</b>	<b>Ottawa County</b>	<b>State of Ohio</b>	<b>United States</b>
<a href="#">White</a>	95.98%	83.04%	74.17%
<a href="#">Black</a>	1.15%	12.17%	12.56%
<a href="#">Asian</a>	0.40%	1.70%	4.81%
<a href="#">Native American</a>	0.10%	0.19%	0.82%
<a href="#">Hawaiian, Pacific Islander</a>	0.00%	0.02%	0.17%
<a href="#">Other</a>	0.94%	0.78%	4.79%
<a href="#">Two or More Races</a>	1.44%	2.10%	2.68%
<a href="#">Hispanic</a>	4.34%	3.08%	16.35%
<a href="#">Non-Hispanic</a>	95.66%	96.92%	83.65%



## Ohio's Lake Erie Marina Industry –Business Retention & Expansion Program

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Family	Ottawa County	State of Ohio	United States
<a href="#">Households</a>	17,688	4,555,709	115,226,802
<a href="#">Family Households</a>	12,440	2,962,217	76,595,548
<a href="#">Non Family Households</a>	5,248	1,593,492	38,631,254
<a href="#">Household Size</a>	2.29	2.46	2.61
<a href="#">Married Population</a>	62.47%	51.18%	51.40%
<a href="#">Single Population</a>	37.53%	48.82%	48.60%
<a href="#">Now Married</a>	61.13%	49.36%	49.23%
<a href="#">Married but Separated</a>	1.34%	1.82%	2.17%
<a href="#">Never Married</a>	19.02%	30.34%	31.83%
<a href="#">Widowed</a>	8.13%	6.61%	6.02%
<a href="#">Divorced</a>	10.37%	11.87%	10.75%
<a href="#">Married, w/children</a>	25.58%	30.28%	32.53%
<a href="#">Married, no children</a>	56.19%	43.59%	41.14%
<a href="#">Single, w/children</a>	10.35%	17.11%	16.88%
<a href="#">Single, no children</a>	7.88%	9.02%	9.45%

## Ohio's Lake Erie Marina Industry – Business Retention & Expansion Program

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### **Economy in Ottawa County<sup>12</sup>**

<b>Economy</b>	<b>Ottawa County</b>	<b>State of Ohio</b>	<b>United States</b>
<a href="#">Unemployment Rate</a>	7.40%	5.30%	6.30%
<a href="#">Recent Job Growth</a>	0.85%	1.00%	1.18%
<a href="#">Future Job Growth</a>	34.30%	36.70%	36.10%
<a href="#">Sales Taxes</a>	7.00%	6.75%	6.00%
<a href="#">Income Taxes</a>	3.76%	3.76%	4.72%
<a href="#">Income per Cap.</a>	\$28,607	\$25,857	\$28,051
<a href="#">Household Income</a>	\$53,850	\$48,246	\$53,046
<a href="#">Family Median Income</a>	\$66,291	\$61,163	\$64,585
<b>Estimated households by household income</b>	<b>Ottawa County</b>	<b>State of Ohio</b>	<b>United States</b>
<a href="#">Income Less Than 15K</a>	9.45%	13.96%	12.61%
<a href="#">Income between 15K and 20K</a>	5.27%	5.83%	5.33%
<a href="#">Income between 20K and 30K</a>	10.28%	11.40%	10.57%
<a href="#">Income between 30K and 40K</a>	10.79%	10.84%	9.90%
<a href="#">Income between 40K and 50K</a>	10.47%	9.50%	8.95%
<a href="#">Income between 50K and 60K</a>	9.59%	8.42%	8.08%
<a href="#">Income between 60K and 75K</a>	9.78%	10.47%	10.09%
<a href="#">Income between 75K and 100K</a>	14.55%	12.02%	12.25%
<a href="#">Income between 100K and 150K</a>	12.72%	11.12%	12.82%
<a href="#">Income between 150K and 200K</a>	4.56%	3.54%	4.78%
<a href="#">Income greater than 200K</a>	2.53%	2.90%	4.64%
<b>Population by occupation</b>	<b>Ottawa County</b>	<b>State of Ohio</b>	<b>United States</b>
<a href="#">Management, business, finance</a>	12.41%	13.45%	14.36%
<a href="#">Engineering, computers, science</a>	2.85%	4.67%	5.24%
<a href="#">Community, social services</a>	1.74%	1.63%	1.66%
<a href="#">Legal</a>	0.45%	0.94%	1.17%
<a href="#">Education, library</a>	5.24%	5.73%	6.10%
<a href="#">Arts, design, media, sports, entertainment</a>	0.67%	1.39%	1.88%
<a href="#">Healthcare practitioners and technology</a>	6.68%	6.22%	5.49%
<a href="#">Healthcare support</a>	2.59%	3.02%	2.47%
<a href="#">Firefighters, law enforcement</a>	1.48%	1.90%	2.24%
<a href="#">Food preparation, serving</a>	5.15%	6.08%	5.61%
<a href="#">Building maintenance</a>	4.11%	3.63%	3.97%
<a href="#">Personal care</a>	3.48%	3.05%	3.54%

<sup>12</sup> Information obtained from Sperling's Best Places <http://www.bestplaces.net/> and US Census Bureau <http://www.census.gov/> which reflect most current information (2012-2014).

## Ohio's Lake Erie Marina Industry –Business Retention & Expansion Program

<a href="#">Sales, office, administrative support</a>	23.10%	24.79%	24.89%
<a href="#">Farming, fishing, forestry</a>	1.17%	0.34%	0.73%
<a href="#">Construction, extraction, maintenance/repair</a>	11.06%	7.59%	8.56%
<a href="#">Production, transportation, material moving</a>	17.86%	15.57%	12.10%

### **Cost of Living in Ottawa County<sup>13</sup>**

Cost of living	Ottawa County	State of Ohio	United States
<a href="#">Overall</a>	93	88	100
<a href="#">Grocery</a>	99.6	99.2	100
<a href="#">Health</a>	96	98	100
<a href="#">Housing</a>	80	66	100
<a href="#">Utilities</a>	101	99	100
<a href="#">Transportation</a>	99	100	100
<a href="#">Miscellaneous</a>	99	98	100

- Cost of living indices are based on a U.S. average of 100. An amount below 100 means Ottawa County is less expensive than the U.S. average. A cost of living index above 100 means Ottawa County is more expensive.
- Overall, Ottawa County cost of living is 93.
- As of 2014, the total of all the cost of living categories were weighted subjectively as follows: housing (30%), food and groceries (15%), transportation (10%), utilities (6%), health care (7%), and miscellaneous expenses such as clothing, services and entertainment (32%). State and local taxes are not included in any category.
- Compared to the rest of the country, Ottawa County's cost of living is 7% lower than the U.S. average.

<sup>13</sup> Information obtained from Sperling's Best Places <http://www.bestplaces.net/> and US Census Bureau <http://www.census.gov/> which reflect most current information (2012-2014).

### **DEMOGRAPHIC OVERVIEW – ERIE COUNTY<sup>14</sup>**

- As of 2014, Erie County's population was [76,952 people](#). Since 2000, it has had a population decline of -3.27%.
- The median home cost in Erie County is [\\$139,000](#). Home appreciation the last year has been -0.80 percent.
- Compared to the rest of the country, Erie County's [cost of living](#) is 7.00% lower than the U.S. average.
- Erie County public schools spend [\\$12,075 per student](#). The average school expenditure in the U.S. is \$12,435. There are about [16.7 students per teacher](#) in Erie County.
- The unemployment rate in Erie County is [5.40%](#) (U.S. avg. is 6.30%). Recent job growth is Positive. Erie County jobs have increased by 1.68% as of June 2014.
- The median age is 43.3. The U.S. median is 37.2. 55.29% of people in Erie County are married. 11.48% are divorced.
- The average household size is 2.38 people. 28.59% of people are married with children. 14.27% have children but are single.
- 87.47% of people are white, 8.36% are black, 0.53% are Asian, 0.41% are Native American, and 0.55% claim 'other.' 3.41% of the people in Erie County, OH, claim Hispanic ethnicity (meaning 96.60% are non-Hispanic).
- Erie County sales tax rate is 7.25%. Income tax is 3.76%.
- The income per capita is \$25,867, which includes all adults and children. The median household income is \$46,906.
- Average one-way commute time in Erie County is 19.98 minutes in 2014 compared to 22.98 minutes (Ohio) and 25.44 minutes (U.S.).

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<sup>14</sup> Information obtained from Sperling's Best Places <http://www.bestplaces.net/> and US Census Bureau <http://www.census.gov/> which reflect most current information (2012-2014).

## Ohio's Lake Erie Marina Industry – Business Retention & Expansion Program

<b>People</b>	<b>Erie County</b>	<b>State of Ohio</b>	<b>United States</b>
<a href="#">Population</a>	76,952	11,533,561	309,138,711
<a href="#">Population - 2010</a>	77,079	11,536,504	308,745,538
<a href="#">Population - 2000</a>	79,551	11,351,677	285,036,114
<a href="#">Population - 1990</a>	76,777	10,845,228	251,960,433
<a href="#">Pop. 1990 to Now</a>	0.23%	6.35%	22.69%
<a href="#">Pop. 2000 to Now</a>	-3.27%	1.60%	8.46%
<a href="#">Pop. Density</a>	306	282	88
<a href="#">Land Area (square miles)</a>	251.558	40,860.70	3,531,905.42
<a href="#">Water Area (square miles)</a>	374.429	3,964.89	264,836.79
<a href="#">Median Age</a>	43.3	38.8	37.2
<a href="#">Female Population</a>	50.99%	51.18%	50.83%
<a href="#">Male Population</a>	49.01%	48.82%	49.18%
<b>Estimated total population by age</b>	<b>Erie County</b>	<b>State of Ohio</b>	<b>United States</b>
<a href="#">Age 0 to 4</a>	5.38%	6.18%	6.51%
<a href="#">Age 5 to 9</a>	6.17%	6.51%	6.57%
<a href="#">Age 10 to 14</a>	6.26%	6.68%	6.68%
<a href="#">Age 15 to 17</a>	4.27%	4.20%	4.17%
<a href="#">Age 18 to 20</a>	3.23%	4.35%	4.45%
<a href="#">Age 21 to 24</a>	4.25%	5.18%	5.52%
<a href="#">Age 25 to 34</a>	10.48%	12.32%	13.32%
<a href="#">Age 35 to 44</a>	11.96%	12.85%	13.34%
<a href="#">Age 45 to 54</a>	15.88%	14.95%	14.44%
<a href="#">Age 55 to 59</a>	7.72%	6.80%	6.37%
<a href="#">Age 60 to 64</a>	7.00%	5.81%	5.48%
<a href="#">Age 65 to 74</a>	9.21%	7.46%	7.12%
<a href="#">Age 75 to 84</a>	5.91%	4.71%	4.25%
<a href="#">Age 85 and over</a>	2.30%	2.00%	1.78%
<b>Race</b>	<b>Erie County</b>	<b>State of Ohio</b>	<b>United States</b>
<a href="#">White</a>	87.47%	83.04%	74.17%
<a href="#">Black</a>	8.36%	12.17%	12.56%
<a href="#">Asian</a>	0.53%	1.70%	4.81%
<a href="#">Native American</a>	0.41%	0.19%	0.82%
<a href="#">Hawaiian, Pacific Islander</a>	0.06%	0.02%	0.17%
<a href="#">Other</a>	0.55%	0.78%	4.79%
<a href="#">Two or More Races</a>	2.62%	2.10%	2.68%
<a href="#">Hispanic</a>	3.41%	3.08%	16.35%
<a href="#">Non-Hispanic</a>	96.60%	96.92%	83.65%

## Ohio's Lake Erie Marina Industry –Business Retention & Expansion Program

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Family	Erie County	State of Ohio	United States
<a href="#">Households</a>	31,712	4,555,709	115,226,802
<a href="#">Family Households</a>	21,025	2,962,217	76,595,548
<a href="#">Non Family Households</a>	10,687	1,593,492	38,631,254
<a href="#">Household Size</a>	2.38	2.46	2.61
<a href="#">Married Population</a>	55.29%	51.18%	51.40%
<a href="#">Single Population</a>	44.71%	48.82%	48.60%
<a href="#">Now Married</a>	53.69%	49.36%	49.23%
<a href="#">Married but Separated</a>	1.60%	1.82%	2.17%
<a href="#">Never Married</a>	25.60%	30.34%	31.83%
<a href="#">Widowed</a>	7.63%	6.61%	6.02%
<a href="#">Divorced</a>	11.48%	11.87%	10.75%
<a href="#">Married, w/children</a>	28.59%	30.28%	32.53%
<a href="#">Married, no children</a>	48.41%	43.59%	41.14%
<a href="#">Single, w/children</a>	14.27%	17.11%	16.88%
<a href="#">Single, no children</a>	8.73%	9.02%	9.45%

## Ohio's Lake Erie Marina Industry –Business Retention & Expansion Program

### **Economy in Erie County<sup>15</sup>**

<b>Economy</b>	<b>Erie County</b>	<b>State of Ohio</b>	<b>United States</b>
<a href="#"><u>Unemployment Rate</u></a>	5.40%	5.30%	6.30%
<a href="#"><u>Recent Job Growth</u></a>	1.68%	1.00%	1.18%
<a href="#"><u>Future Job Growth</u></a>	38.00%	36.70%	36.10%
<a href="#"><u>Sales Taxes</u></a>	7.25%	6.75%	6.00%
<a href="#"><u>Income Taxes</u></a>	3.76%	3.76%	4.72%
<a href="#"><u>Income per Cap.</u></a>	\$25,867	\$25,857	\$28,051
<a href="#"><u>Household Income</u></a>	\$46,906	\$48,246	\$53,046
<a href="#"><u>Family Median Income</u></a>	\$62,207	\$61,163	\$64,585
<b>Estimated households by household income</b>	<b>Erie County</b>	<b>State of Ohio</b>	<b>United States</b>
<a href="#"><u>Income Less Than 15K</u></a>	13.42%	13.96%	12.61%
<a href="#"><u>Income between 15K and 20K</u></a>	6.05%	5.83%	5.33%
<a href="#"><u>Income between 20K and 30K</u></a>	10.54%	11.40%	10.57%
<a href="#"><u>Income between 30K and 40K</u></a>	12.11%	10.84%	9.90%
<a href="#"><u>Income between 40K and 50K</u></a>	10.31%	9.50%	8.95%
<a href="#"><u>Income between 50K and 60K</u></a>	7.64%	8.42%	8.08%
<a href="#"><u>Income between 60K and 75K</u></a>	10.51%	10.47%	10.09%
<a href="#"><u>Income between 75K and 100K</u></a>	13.13%	12.02%	12.25%
<a href="#"><u>Income between 100K and 150K</u></a>	11.34%	11.12%	12.82%
<a href="#"><u>Income between 150K and 200K</u></a>	2.43%	3.54%	4.78%
<a href="#"><u>Income greater than 200K</u></a>	2.51%	2.90%	4.64%
<b>Population by occupation</b>	<b>Erie County</b>	<b>State of Ohio</b>	<b>United States</b>
<a href="#"><u>Management, business, finance</u></a>	10.62%	13.45%	14.36%
<a href="#"><u>Engineering, computers, science</u></a>	2.65%	4.67%	5.24%
<a href="#"><u>Community, social services</u></a>	1.94%	1.63%	1.66%
<a href="#"><u>Legal</u></a>	0.63%	0.94%	1.17%
<a href="#"><u>Education, library</u></a>	5.49%	5.73%	6.10%
<a href="#"><u>Arts, design, media, sports, entertainment</u></a>	1.05%	1.39%	1.88%
<a href="#"><u>Healthcare practitioners and technology</u></a>	7.21%	6.22%	5.49%
<a href="#"><u>Healthcare support</u></a>	2.30%	3.02%	2.47%
<a href="#"><u>Firefighters, law enforcement</u></a>	2.11%	1.90%	2.24%
<a href="#"><u>Food preparation, serving</u></a>	7.12%	6.08%	5.61%
<a href="#"><u>Building maintenance</u></a>	4.74%	3.63%	3.97%
<a href="#"><u>Personal care</u></a>	3.20%	3.05%	3.54%

<sup>15</sup> Information obtained from Sperling's Best Places <http://www.bestplaces.net/> and US Census Bureau <http://www.census.gov/> which reflect most current information (2012-2014).

## Ohio's Lake Erie Marina Industry –Business Retention & Expansion Program

<a href="#">Sales, office, administrative support</a>	24.63%	24.79%	24.89%
<a href="#">Farming, fishing, forestry</a>	0.30%	0.34%	0.73%
<a href="#">Construction, extraction, maintenance/repair</a>	8.39%	7.59%	8.56%
<a href="#">Production, transportation, material moving</a>	17.62%	15.57%	12.10%

### **Cost of Living in Erie County<sup>16</sup>**

Cost of living	Erie County	State of Ohio	United States
<a href="#">Overall</a>	93	88	100
<a href="#">Grocery</a>	100.4	99.2	100
<a href="#">Health</a>	98	98	100
<a href="#">Housing</a>	82	66	100
<a href="#">Utilities</a>	100	99	100
<a href="#">Transportation</a>	100	100	100
<a href="#">Miscellaneous</a>	96	98	100

- Cost of living indices are based on a U.S. average of 100. An amount below 100 means Erie County is less expensive than the U.S. average. A cost of living index above 100 means Erie County is more expensive.
- Overall, Erie County's cost of living is 93.
- As of 2014, the total of all the cost of living categories were weighted subjectively as follows: housing (30%), food and groceries (15%), transportation (10%), utilities (6%), health care (7%), and miscellaneous expenses such as clothing, services and entertainment (32%). State and local taxes are not included in any category.
- Compared to the rest of the country, Erie County's cost of living is 7% lower than the U.S. average.

<sup>16</sup> Information obtained from Sperling's Best Places <http://www.bestplaces.net/> and US Census Bureau <http://www.census.gov/> which reflect most current information (2012-2014).



### **DEMOGRAPHIC OVERVIEW – LORAIN COUNTY<sup>17</sup>**

- As of 2014, Lorain County's population was [301,108 people](#). Since 2000, it has had a population growth of 5.78%.
- The median home cost in Lorain County is [\\$113,800](#). Home appreciation the last year has been 4.70 percent.
- Compared to the rest of the country, Lorain County's [cost of living](#) is 7.40% lower than the U.S. average.
- Lorain County public schools spend [\\$12,331 per student](#). The average school expenditure in the U.S. is \$12,435. There are about [19.6 students per teacher](#) in Lorain County.
- The unemployment rate in Lorain County is [6.70](#) percent (U.S. avg. is 6.30%). Recent job growth is positive. Lorain County jobs have increased by 0.10% as of June 2014.
- The median age is 40.1. The U.S. median is 37.2. 52.94% of people in Lorain County are married. 11.34% are divorced.
- The average household size is 2.5 people. 29.86% of people are married with children. 17.38% have children but are single.
- 84.87% of people are white, 8.38% are black, 0.96% are Asian, 0.33% are Native American, and 2.22% claim 'other.' 8.40% of the people in Lorain County claim Hispanic ethnicity (meaning 91.60% are non-Hispanic).
- Lorain County's sales tax rate is 6.50%. Income tax is 5.26%.
- The income per capita is \$25,629, which includes all adults and children. The median household income is \$51,756.
- Average one-way commute time in Lorain County is 24.44 minutes in 2014 compared to 22.98 minutes (Ohio) and 25.44 minutes (U.S.)

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<sup>17</sup> Information obtained from Sperling's Best Places <http://www.bestplaces.net/> and US Census Bureau <http://www.census.gov/> which reflect most current information (2012-2014).

## Ohio's Lake Erie Marina Industry – Business Retention & Expansion Program

<b>People</b>	<b>Lorain County</b>	<b>State of Ohio</b>	<b>United States</b>
<a href="#">Population</a>	301,108	11,533,561	309,138,711
<a href="#">Population - 2010</a>	301,356	11,536,504	308,745,538
<a href="#">Population - 2000</a>	284,666	11,351,677	285,036,114
<a href="#">Population - 1990</a>	271,127	10,845,228	251,960,433
<a href="#">Pop. 1990 to Now</a>	11.06%	6.35%	22.69%
<a href="#">Pop. 2000 to Now</a>	5.78%	1.60%	8.46%
<a href="#">Pop. Density</a>	613	282	88
<a href="#">Land Area (square miles)</a>	491.101	40,860.70	3,531,905.42
<a href="#">Water Area (square miles)</a>	432.23	3,964.89	264,836.79
<a href="#">Median Age</a>	40.1	38.8	37.2
<a href="#">Female Population</a>	50.84%	51.18%	50.83%
<a href="#">Male Population</a>	49.16%	48.82%	49.18%
<b>Estimated total population by age</b>	<b>Lorain County</b>	<b>State of Ohio</b>	<b>United States</b>
<a href="#">Age 0 to 4</a>	5.97%	6.18%	6.51%
<a href="#">Age 5 to 9</a>	6.96%	6.51%	6.57%
<a href="#">Age 10 to 14</a>	6.57%	6.68%	6.68%
<a href="#">Age 15 to 17</a>	4.32%	4.20%	4.17%
<a href="#">Age 18 to 20</a>	4.02%	4.35%	4.45%
<a href="#">Age 21 to 24</a>	4.44%	5.18%	5.52%
<a href="#">Age 25 to 34</a>	11.13%	12.32%	13.32%
<a href="#">Age 35 to 44</a>	13.42%	12.85%	13.34%
<a href="#">Age 45 to 54</a>	15.51%	14.95%	14.44%
<a href="#">Age 55 to 59</a>	6.91%	6.80%	6.37%
<a href="#">Age 60 to 64</a>	6.28%	5.81%	5.48%
<a href="#">Age 65 to 74</a>	7.75%	7.46%	7.12%
<a href="#">Age 75 to 84</a>	4.73%	4.71%	4.25%
<a href="#">Age 85 and over</a>	1.99%	2.00%	1.78%
<b>Race</b>	<b>Lorain County</b>	<b>State of Ohio</b>	<b>United States</b>
<a href="#">White</a>	84.87%	83.04%	74.17%
<a href="#">Black</a>	8.38%	12.17%	12.56%
<a href="#">Asian</a>	0.96%	1.70%	4.81%
<a href="#">Native American</a>	0.33%	0.19%	0.82%
<a href="#">Hawaiian, Pacific Islander</a>	0.03%	0.02%	0.17%
<a href="#">Other</a>	2.22%	0.78%	4.79%
<a href="#">Two or More Races</a>	3.21%	2.10%	2.68%

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<a href="#">Hispanic</a>	8.40%	3.08%	16.35%
<a href="#">Non-Hispanic</a>	91.60%	96.92%	83.65%
<b>Family</b>	<b>Lorain County</b>	<b>State of Ohio</b>	<b>United States</b>
<a href="#">Households</a>	116,391	4,555,709	115,226,802
<a href="#">Family Households</a>	80,177	2,962,217	76,595,548
<a href="#">Non Family Households</a>	36,214	1,593,492	38,631,254
<a href="#">Household Size</a>	2.5	2.46	2.61
<a href="#">Married Population</a>	52.94%	51.18%	51.40%
<a href="#">Single Population</a>	47.06%	48.82%	48.60%
<a href="#">Now Married</a>	51.27%	49.36%	49.23%
<a href="#">Married but Separated</a>	1.67%	1.82%	2.17%
<a href="#">Never Married</a>	29.13%	30.34%	31.83%
<a href="#">Widowed</a>	6.59%	6.61%	6.02%
<a href="#">Divorced</a>	11.34%	11.87%	10.75%
<a href="#">Married, w/children</a>	29.86%	30.28%	32.53%
<a href="#">Married, no children</a>	44.00%	43.59%	41.14%
<a href="#">Single, w/children</a>	17.38%	17.11%	16.88%
<a href="#">Single, no children</a>	8.76%	9.02%	9.45%

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### **Economy in Lorain County**<sup>18</sup>

<b>Economy</b>	<b>Lorain County</b>	<b>State of Ohio</b>	<b>United States</b>
<a href="#">Unemployment Rate</a>	6.70%	5.30%	6.30%
<a href="#">Recent Job Growth</a>	0.10%	1.00%	1.18%
<a href="#">Future Job Growth</a>	33.50%	36.70%	36.10%
<a href="#">Sales Taxes</a>	6.50%	6.75%	6.00%
<a href="#">Income Taxes</a>	5.26%	3.76%	4.72%
<a href="#">Income per Cap.</a>	\$25,629	\$25,857	\$28,051
<a href="#">Household Income</a>	\$51,756	\$48,246	\$53,046
<a href="#">Family Median Income</a>	\$62,981	\$61,163	\$64,585
<b>Estimated households by household income</b>	<b>Lorain County</b>	<b>State of Ohio</b>	<b>United States</b>
<a href="#">Income Less Than 15K</a>	12.61%	13.96%	12.61%
<a href="#">Income between 15K and 20K</a>	5.04%	5.83%	5.33%
<a href="#">Income between 20K and 30K</a>	10.83%	11.40%	10.57%
<a href="#">Income between 30K and 40K</a>	10.25%	10.84%	9.90%
<a href="#">Income between 40K and 50K</a>	9.78%	9.50%	8.95%
<a href="#">Income between 50K and 60K</a>	8.55%	8.42%	8.08%
<a href="#">Income between 60K and 75K</a>	11.53%	10.47%	10.09%
<a href="#">Income between 75K and 100K</a>	12.55%	12.02%	12.25%
<a href="#">Income between 100K and 150K</a>	12.19%	11.12%	12.82%
<a href="#">Income between 150K and 200K</a>	4.12%	3.54%	4.78%
<a href="#">Income greater than 200K</a>	2.55%	2.90%	4.64%
<b>Population by occupation</b>	<b>Lorain County</b>	<b>State of Ohio</b>	<b>United States</b>
<a href="#">Management, business, finance</a>	13.08%	13.45%	14.36%
<a href="#">Engineering, computers, science</a>	4.14%	4.67%	5.24%
<a href="#">Community, social services</a>	1.38%	1.63%	1.66%
<a href="#">Legal</a>	0.68%	0.94%	1.17%
<a href="#">Education, library</a>	5.54%	5.73%	6.10%
<a href="#">Arts, design, media, sports, entertainment</a>	1.25%	1.39%	1.88%
<a href="#">Healthcare practitioners and technology</a>	5.99%	6.22%	5.49%
<a href="#">Healthcare support</a>	3.02%	3.02%	2.47%
<a href="#">Firefighters, law enforcement</a>	2.18%	1.90%	2.24%
<a href="#">Food preparation, serving</a>	6.26%	6.08%	5.61%
<a href="#">Building maintenance</a>	3.58%	3.63%	3.97%
<a href="#">Personal care</a>	3.30%	3.05%	3.54%

<sup>18</sup> Information obtained from Sperling's Best Places <http://www.bestplaces.net/> and US Census Bureau <http://www.census.gov/> which reflect most current information (2012-2014).

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<a href="#">Sales, office, administrative support</a>	24.38%	24.79%	24.89%
<a href="#">Farming, fishing, forestry</a>	0.30%	0.34%	0.73%
<a href="#">Construction, extraction, maintenance/repair</a>	7.92%	7.59%	8.56%
<a href="#">Production, transportation, material moving</a>	17.03%	15.57%	12.10%

### **Cost of Living in Lorain County<sup>19</sup>**

Cost of living	Lorain County	State of Ohio	United States
<a href="#">Overall</a>	93	88	100
<a href="#">Grocery</a>	111.1	99.2	100
<a href="#">Health</a>	106	98	100
<a href="#">Housing</a>	67	66	100
<a href="#">Utilities</a>	105	99	100
<a href="#">Transportation</a>	103	100	100
<a href="#">Miscellaneous</a>	102	98	100

- Cost of living indices are based on a U.S. average of 100. An amount below 100 means Lorain County is less expensive than the U.S. average. A cost of living index above 100 means Lorain County is more expensive.
- Overall, Lorain County's cost of living is 93.
- As of 2014, the total of all the cost of living categories were weighted subjectively as follows: housing (30%), food and groceries (15%), transportation (10%), utilities (6%), health care (7%), and miscellaneous expenses such as clothing, services and entertainment (32%). State and local taxes are not included in any category.
- Compared to the rest of the country, Lorain County's cost of living is 7% lower than the U.S. average.

<sup>19</sup> Information obtained from Sperling's Best Places <http://www.bestplaces.net/> and US Census Bureau <http://www.census.gov/> which reflect most current information (2012-2014).

### **DEMOGRAPHIC OVERVIEW – CUYAHOGA COUNTY<sup>20</sup>**

- As of 2014, Cuyahoga County's population was [1,278,024 people](#). Since 2000, it has had a population decline of -8.28 percent.
- The median home cost in Cuyahoga County is [\\$99,700](#). Home appreciation the last year has been 4.2%.
- Compared to the rest of the country, Cuyahoga County's [cost of living](#) is 11.50% lower than the U.S. average.
- Cuyahoga County public schools spend [\\$15,401 per student](#). The average school expenditure in the U.S. is \$12,435. There are about [14.8 students per teacher](#) in Cuyahoga County.
- The unemployment rate in Cuyahoga County is [6.70%](#) (U.S. avg. is 6.30%). Recent job growth is positive. Cuyahoga County jobs have increased by 0.10% as of June 2014.
- The median age is 40.2. The U.S. median is 37.2. 43.44% of people in Cuyahoga County are married. 12.35% are divorced.
- The average household size is 2.34 people. 26.36% of people are married with children. 21.72% have children but are single.
- 64.51% of people are white, 29.64% are black, 2.64% are Asian, 0.20% are Native American, and 1.01% claim 'other.' 4.80% of the people in Cuyahoga County claim Hispanic ethnicity (meaning 95.20% are non-Hispanic).
- Cuyahoga County's sales tax rate is 8.00%. Income tax is 3.76%.
- The income per capita is \$27,136, which includes all adults and children. The median household income is \$43,861.
- Average one-way commute in Cuyahoga County is 23.9 minutes in 2014 compared to 22.98 minutes (Ohio) and 25.44 minutes (U.S.)

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<sup>20</sup> Information obtained from Sperling's Best Places <http://www.bestplaces.net/> and US Census Bureau <http://www.census.gov/> which reflect most current information (2012-2014).

## Ohio's Lake Erie Marina Industry – Business Retention & Expansion Program

<b>People</b>	<b>Cuyahoga County</b>	<b>State of Ohio</b>	<b>United States</b>
<a href="#">Population</a>	1,278,024	11,533,561	309,138,711
<a href="#">Population - 2010</a>	1,280,122	11,536,504	308,745,538
<a href="#">Population - 2000</a>	1,393,332	11,351,677	285,036,114
<a href="#">Population - 1990</a>	1,411,886	10,845,228	251,960,433
<a href="#">Pop. 1990 to Now</a>	-9.48%	6.35%	22.69%
<a href="#">Pop. 2000 to Now</a>	-8.28%	1.60%	8.46%
<a href="#">Pop. Density</a>	2,795	282	88
<a href="#">Land Area (square miles)</a>	457.191	40,860.70	3,531,905.42
<a href="#">Water Area (square miles)</a>	788.396	3,964.89	264,836.79
<a href="#">Median Age</a>	40.2	38.8	37.2
<a href="#">Female Population</a>	52.54%	51.18%	50.83%
<a href="#">Male Population</a>	47.46%	48.82%	49.18%
<b>Estimated total population by age</b>	<b>Cuyahoga County</b>	<b>State of Ohio</b>	<b>United States</b>
<a href="#">Age 0 to 4</a>	5.82%	6.18%	6.51%
<a href="#">Age 5 to 9</a>	5.93%	6.51%	6.57%
<a href="#">Age 10 to 14</a>	6.58%	6.68%	6.68%
<a href="#">Age 15 to 17</a>	4.28%	4.20%	4.17%
<a href="#">Age 18 to 20</a>	3.99%	4.35%	4.45%
<a href="#">Age 21 to 24</a>	4.84%	5.18%	5.52%
<a href="#">Age 25 to 34</a>	12.43%	12.32%	13.32%
<a href="#">Age 35 to 44</a>	12.44%	12.85%	13.34%
<a href="#">Age 45 to 54</a>	15.27%	14.95%	14.44%
<a href="#">Age 55 to 59</a>	6.98%	6.80%	6.37%
<a href="#">Age 60 to 64</a>	5.86%	5.81%	5.48%
<a href="#">Age 65 to 74</a>	7.55%	7.46%	7.12%
<a href="#">Age 75 to 84</a>	5.42%	4.71%	4.25%
<a href="#">Age 85 and over</a>	2.61%	2.00%	1.78%
<b>Race</b>	<b>Cuyahoga County</b>	<b>State of Ohio</b>	<b>United States</b>
<a href="#">White</a>	64.51%	83.04%	74.17%
<a href="#">Black</a>	29.64%	12.17%	12.56%
<a href="#">Asian</a>	2.64%	1.70%	4.81%
<a href="#">Native American</a>	0.20%	0.19%	0.82%
<a href="#">Hawaiian, Pacific Islander</a>	0.02%	0.02%	0.17%
<a href="#">Other</a>	1.01%	0.78%	4.79%
<a href="#">Two or More Races</a>	1.98%	2.10%	2.68%
<a href="#">Hispanic</a>	4.80%	3.08%	16.35%
<a href="#">Non-Hispanic</a>	95.20%	96.92%	83.65%

## Ohio's Lake Erie Marina Industry –Business Retention & Expansion Program

Family	Cuyahoga County	State of Ohio	United States
<a href="#">Households</a>	534,899	4,555,709	115,226,802
<a href="#">Family Households</a>	312,525	2,962,217	76,595,548
<a href="#">Non Family Households</a>	222,374	1,593,492	38,631,254
<a href="#">Household Size</a>	2.34	2.46	2.61
<a href="#">Married Population</a>	43.44%	51.18%	51.40%
<a href="#">Single Population</a>	56.56%	48.82%	48.60%
<a href="#">Now Married</a>	41.48%	49.36%	49.23%
<a href="#">Married but Separated</a>	1.96%	1.82%	2.17%
<a href="#">Never Married</a>	36.57%	30.34%	31.83%
<a href="#">Widowed</a>	7.64%	6.61%	6.02%
<a href="#">Divorced</a>	12.35%	11.87%	10.75%
<a href="#">Married, w/children</a>	26.36%	30.28%	32.53%
<a href="#">Married, no children</a>	39.13%	43.59%	41.14%
<a href="#">Single, w/children</a>	21.72%	17.11%	16.88%
<a href="#">Single, no children</a>	12.79%	9.02%	9.45%



## Ohio's Lake Erie Marina Industry – Business Retention & Expansion Program

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### **Economy in Cuyahoga County<sup>21</sup>**

<b>Economy</b>	<b>Cuyahoga County</b>	<b>State of Ohio</b>	<b>United States</b>
<a href="#"><u>Unemployment Rate</u></a>	6.70%	5.30%	6.30%
<a href="#"><u>Recent Job Growth</u></a>	0.10%	1.00%	1.18%
<a href="#"><u>Future Job Growth</u></a>	33.50%	36.70%	36.10%
<a href="#"><u>Sales Taxes</u></a>	6.50%	6.75%	6.00%
<a href="#"><u>Income Taxes</u></a>	5.26%	3.76%	4.72%
<a href="#"><u>Income per Cap.</u></a>	\$25,629	\$25,857	\$28,051
<a href="#"><u>Household Income</u></a>	\$51,756	\$48,246	\$53,046
<a href="#"><u>Family Median Income</u></a>	\$62,981	\$61,163	\$64,585
<b>Estimated households by household income</b>	<b>Cuyahoga County</b>	<b>State of Ohio</b>	<b>United States</b>
<a href="#"><u>Income Less Than 15K</u></a>	12.61%	13.96%	12.61%
<a href="#"><u>Income between 15K and 20K</u></a>	5.04%	5.83%	5.33%
<a href="#"><u>Income between 20K and 30K</u></a>	10.83%	11.40%	10.57%
<a href="#"><u>Income between 30K and 40K</u></a>	10.25%	10.84%	9.90%
<a href="#"><u>Income between 40K and 50K</u></a>	9.78%	9.50%	8.95%
<a href="#"><u>Income between 50K and 60K</u></a>	8.55%	8.42%	8.08%
<a href="#"><u>Income between 60K and 75K</u></a>	11.53%	10.47%	10.09%
<a href="#"><u>Income between 75K and 100K</u></a>	12.55%	12.02%	12.25%
<a href="#"><u>Income between 100K and 150K</u></a>	12.19%	11.12%	12.82%
<a href="#"><u>Income between 150K and 200K</u></a>	4.12%	3.54%	4.78%
<a href="#"><u>Income greater than 200K</u></a>	2.55%	2.90%	4.64%
<b>Population by occupation</b>	<b>Cuyahoga County</b>	<b>State of Ohio</b>	<b>United States</b>
<a href="#"><u>Management, business, finance</u></a>	13.08%	13.45%	14.36%
<a href="#"><u>Engineering, computers, science</u></a>	4.14%	4.67%	5.24%
<a href="#"><u>Community, social services</u></a>	1.38%	1.63%	1.66%
<a href="#"><u>Legal</u></a>	0.68%	0.94%	1.17%
<a href="#"><u>Education, library</u></a>	5.54%	5.73%	6.10%
<a href="#"><u>Arts, design, media, sports, entertainment</u></a>	1.25%	1.39%	1.88%
<a href="#"><u>Healthcare practitioners and technology</u></a>	5.99%	6.22%	5.49%
<a href="#"><u>Healthcare support</u></a>	3.02%	3.02%	2.47%
<a href="#"><u>Firefighters, law enforcement</u></a>	2.18%	1.90%	2.24%
<a href="#"><u>Food preparation, serving</u></a>	6.26%	6.08%	5.61%
<a href="#"><u>Building maintenance</u></a>	3.58%	3.63%	3.97%
<a href="#"><u>Personal care</u></a>	3.30%	3.05%	3.54%

<sup>21</sup> Information obtained from Sperling's Best Places <http://www.bestplaces.net/> and US Census Bureau <http://www.census.gov/> which reflect most current information (2012-2014).

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<a href="#">Sales, office, administrative support</a>	24.38%	24.79%	24.89%
<a href="#">Farming, fishing, forestry</a>	0.30%	0.34%	0.73%
<a href="#">Construction, extraction, maintenance/repair</a>	7.92%	7.59%	8.56%
<a href="#">Production, transportation, material moving</a>	17.03%	15.57%	12.10%

### **Cost of Living in Cuyahoga County<sup>22</sup>**

Cost of living	Cuyahoga County	State of Ohio	United States
<a href="#">Overall</a>	93	88	100
<a href="#">Grocery</a>	111.1	99.2	100
<a href="#">Health</a>	106	98	100
<a href="#">Housing</a>	67	66	100
<a href="#">Utilities</a>	105	99	100
<a href="#">Transportation</a>	103	100	100
<a href="#">Miscellaneous</a>	102	98	100

- Cost of living indices are based on U.S. average of 100. An amount below 100 means Cuyahoga County is less expensive than the U.S. average. A cost of living index above 100 means Cuyahoga County is more expensive.
- Overall, Cuyahoga County's cost of living is 93.
- As of 2014, the total of all the cost of living categories were weighted subjectively as follows: housing (30%), food and groceries (15%), transportation (10%), utilities (6%), health care (7%), and miscellaneous expenses such as clothing, services and entertainment (32%). State and local taxes are not included in any category.
- Compared to the rest of the country, Cuyahoga County's cost of living is 7% lower than the U.S. average.

<sup>22</sup> Information obtained from Sperling's Best Places <http://www.bestplaces.net/> and US Census Bureau <http://www.census.gov/> which reflect most current information (2012-2014).

### **DEMOGRAPHIC PROFILE – LAKE COUNTY<sup>23</sup>**

- As of 2014, Lake County's population was [229,873 people](#). Since 2000, it has had a population growth of 1.04%.
- The median home cost in Lake County is [\\$123,100](#). Home appreciation the last year has been 4.30%.
- Compared to the rest of the country, Lake County's [cost of living](#) is 5.60% lower than the U.S. average.
- Lake County public schools spend [\\$11,623 per student](#). The average school expenditure in the U.S. is \$12,435. There are about [17.7 students per teacher](#) in Lake County.
- The unemployment rate in Lake County is [5.90%](#) (U.S. avg. is 6.30%). Recent job growth is positive. Lake County jobs have increased by 0.10% as of June 2014.
- The median age is 42.5. The US median is 37.2. 54.02% of people in Lake County are married. 11.94% are divorced.
- The average household size is 2.4 people. 31.04% of people are married with children. 13.25% have children but are single.
- 93.35% of people are white, 3.31% are black, 1.27% are Asian, 0.09% are Native American, and 0.58% claim 'other.' 3.38% of the people in Lake County claim Hispanic ethnicity (meaning 96.62% are non-Hispanic).
- Lake County's sales tax rate is 7.00%. Income tax is 3.76%.
- The income per capita is \$29,143, which includes all adults and children. The median household income is \$56,231.
- Average one-way commute time in Lake County is 23.02 minutes in 2014 compared to 22.98 minutes (Ohio) and 25.44 minutes (U.S.).

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<sup>23</sup> Information obtained from Sperling's Best Places <http://www.bestplaces.net/> and US Census Bureau <http://www.census.gov/> which reflect most current information (2012-2014).

## Ohio's Lake Erie Marina Industry – Business Retention & Expansion Program

<b>People</b>	<b>Lake County</b>	<b>State of Ohio</b>	<b>United States</b>
<a href="#">Population</a>	229,873	11,533,561	309,138,711
<a href="#">Population - 2010</a>	230,041	11,536,504	308,745,538
<a href="#">Population - 2000</a>	227,511	11,351,677	285,036,114
<a href="#">Population - 1990</a>	215,498	10,845,228	251,960,433
<a href="#">Pop. 1990 to Now</a>	6.67%	6.35%	22.69%
<a href="#">Pop. 2000 to Now</a>	1.04%	1.60%	8.46%
<a href="#">Pop. Density</a>	1,010	282	88
<a href="#">Land Area (square miles)</a>	227.493	40,860.70	3,531,905.42
<a href="#">Water Area (square miles)</a>	751.705	3,964.89	264,836.79
<a href="#">Median Age</a>	42.5	38.8	37.2
<a href="#">Female Population</a>	51.26%	51.18%	50.83%
<a href="#">Male Population</a>	48.74%	48.82%	49.18%
<b>Estimated total population by age</b>	<b>Lake County</b>	<b>State of Ohio</b>	<b>United States</b>
<a href="#">Age 0 to 4</a>	5.38%	6.18%	6.51%
<a href="#">Age 5 to 9</a>	6.05%	6.51%	6.57%
<a href="#">Age 10 to 14</a>	6.54%	6.68%	6.68%
<a href="#">Age 15 to 17</a>	4.07%	4.20%	4.17%
<a href="#">Age 18 to 20</a>	3.27%	4.35%	4.45%
<a href="#">Age 21 to 24</a>	4.26%	5.18%	5.52%
<a href="#">Age 25 to 34</a>	11.21%	12.32%	13.32%
<a href="#">Age 35 to 44</a>	13.03%	12.85%	13.34%
<a href="#">Age 45 to 54</a>	16.24%	14.95%	14.44%
<a href="#">Age 55 to 59</a>	7.61%	6.80%	6.37%
<a href="#">Age 60 to 64</a>	6.14%	5.81%	5.48%
<a href="#">Age 65 to 74</a>	8.56%	7.46%	7.12%
<a href="#">Age 75 to 84</a>	5.46%	4.71%	4.25%
<a href="#">Age 85 and over</a>	2.18%	2.00%	1.78%
<b>Race</b>	<b>Lake County</b>	<b>State of Ohio</b>	<b>United States</b>
<a href="#">White</a>	93.35%	83.04%	74.17%
<a href="#">Black</a>	3.31%	12.17%	12.56%
<a href="#">Asian</a>	1.27%	1.70%	4.81%
<a href="#">Native American</a>	0.09%	0.19%	0.82%
<a href="#">Hawaiian, Pacific Islander</a>	0.01%	0.02%	0.17%
<a href="#">Other</a>	0.58%	0.78%	4.79%
<a href="#">Two or More Races</a>	1.40%	2.10%	2.68%
<a href="#">Hispanic</a>	3.38%	3.08%	16.35%
<a href="#">Non-Hispanic</a>	96.62%	96.92%	83.65%

## Ohio's Lake Erie Marina Industry –Business Retention & Expansion Program

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Family	Lake County	State of Ohio	United States
<a href="#">Households</a>	94,389	4,555,709	115,226,802
<a href="#">Family Households</a>	61,731	2,962,217	76,595,548
<a href="#">Non Family Households</a>	32,658	1,593,492	38,631,254
<a href="#">Household Size</a>	2.4	2.46	2.61
<a href="#">Married Population</a>	54.02%	51.18%	51.40%
<a href="#">Single Population</a>	45.99%	48.82%	48.60%
<a href="#">Now Married</a>	52.84%	49.36%	49.23%
<a href="#">Married but Separated</a>	1.18%	1.82%	2.17%
<a href="#">Never Married</a>	26.80%	30.34%	31.83%
<a href="#">Widowed</a>	7.25%	6.61%	6.02%
<a href="#">Divorced</a>	11.94%	11.87%	10.75%
<a href="#">Married, w/children</a>	31.04%	30.28%	32.53%
<a href="#">Married, no children</a>	46.65%	43.59%	41.14%
<a href="#">Single, w/children</a>	13.25%	17.11%	16.88%
<a href="#">Single, no children</a>	9.07%	9.02%	9.45%

## Ohio's Lake Erie Marina Industry – Business Retention & Expansion Program

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### **Economy in Lake County<sup>24</sup>**

<b>Economy</b>	<b>Lake County</b>	<b>State of Ohio</b>	<b>United States</b>
<a href="#"><u>Unemployment Rate</u></a>	5.90%	5.30%	6.30%
<a href="#"><u>Recent Job Growth</u></a>	0.10%	1.00%	1.18%
<a href="#"><u>Future Job Growth</u></a>	34.30%	36.70%	36.10%
<a href="#"><u>Sales Taxes</u></a>	7.00%	6.75%	6.00%
<a href="#"><u>Income Taxes</u></a>	3.76%	3.76%	4.72%
<a href="#"><u>Income per Cap.</u></a>	\$29,143	\$25,857	\$28,051
<a href="#"><u>Household Income</u></a>	\$56,231	\$48,246	\$53,046
<a href="#"><u>Family Median Income</u></a>	\$70,018	\$61,163	\$64,585
<b>Estimated households by household income</b>	<b>Lake County</b>	<b>State of Ohio</b>	<b>United States</b>
<a href="#"><u>Income Less Than 15K</u></a>	9.16%	13.96%	12.61%
<a href="#"><u>Income between 15K and 20K</u></a>	4.75%	5.83%	5.33%
<a href="#"><u>Income between 20K and 30K</u></a>	10.53%	11.40%	10.57%
<a href="#"><u>Income between 30K and 40K</u></a>	10.32%	10.84%	9.90%
<a href="#"><u>Income between 40K and 50K</u></a>	9.74%	9.50%	8.95%
<a href="#"><u>Income between 50K and 60K</u></a>	8.80%	8.42%	8.08%
<a href="#"><u>Income between 60K and 75K</u></a>	11.56%	10.47%	10.09%
<a href="#"><u>Income between 75K and 100K</u></a>	14.59%	12.02%	12.25%
<a href="#"><u>Income between 100K and 150K</u></a>	13.65%	11.12%	12.82%
<a href="#"><u>Income between 150K and 200K</u></a>	4.24%	3.54%	4.78%
<a href="#"><u>Income greater than 200K</u></a>	2.66%	2.90%	4.64%
<b>Population by occupation</b>	<b>Lake County</b>	<b>State of Ohio</b>	<b>United States</b>
<a href="#"><u>Management, business, finance</u></a>	13.70%	13.45%	14.36%
<a href="#"><u>Engineering, computers, science</u></a>	5.58%	4.67%	5.24%
<a href="#"><u>Community, social services</u></a>	1.36%	1.63%	1.66%
<a href="#"><u>Legal</u></a>	1.04%	0.94%	1.17%
<a href="#"><u>Education, library</u></a>	5.12%	5.73%	6.10%
<a href="#"><u>Arts, design, media, sports, entertainment</u></a>	1.21%	1.39%	1.88%
<a href="#"><u>Healthcare practitioners and technology</u></a>	6.65%	6.22%	5.49%
<a href="#"><u>Healthcare support</u></a>	2.33%	3.02%	2.47%
<a href="#"><u>Firefighters, law enforcement</u></a>	2.01%	1.90%	2.24%
<a href="#"><u>Food preparation, serving</u></a>	5.49%	6.08%	5.61%
<a href="#"><u>Building maintenance</u></a>	3.29%	3.63%	3.97%
<a href="#"><u>Personal care</u></a>	2.56%	3.05%	3.54%

<sup>24</sup> Information obtained from Sperling's Best Places <http://www.bestplaces.net/> and US Census Bureau <http://www.census.gov/> which reflect most current information (2012-2014).

## Ohio's Lake Erie Marina Industry –Business Retention & Expansion Program

<a href="#">Sales, office, administrative support</a>	26.52%	24.79%	24.89%
<a href="#">Farming, fishing, forestry</a>	0.16%	0.34%	0.73%
<a href="#">Construction, extraction, maintenance/repair</a>	7.49%	7.59%	8.56%
<a href="#">Production, transportation, material moving</a>	15.49%	15.57%	12.10%

### **Cost of Living in Lake County<sup>25</sup>**

Cost of living	Lake County	State of Ohio	United States
<a href="#">Overall</a>	94	88	100
<a href="#">Grocery</a>	109.4	99.2	100
<a href="#">Health</a>	109	98	100
<a href="#">Housing</a>	72	66	100
<a href="#">Utilities</a>	101	99	100
<a href="#">Transportation</a>	102	100	100
<a href="#">Miscellaneous</a>	103	98	100

- Cost of living indices are based on a U.S. average of 100. An amount below 100 means Lake County is less expensive than the U.S. average. A cost of living index above 100 means Lake County is more expensive.
- Overall, Lake County's cost of living is 94.
- As of 2014, the total of all the cost of living categories were weighted subjectively as follows: housing (30%), food and groceries (15%), transportation (10%), utilities (6%), health care (7%), and miscellaneous expenses such as clothing, services and entertainment (32%). State and local taxes are not included in any category.
- Compared to the rest of the country, Lake County's cost of living is 6% lower than the U.S. average.

<sup>25</sup> Information obtained from Sperling's Best Places <http://www.bestplaces.net/> and US Census Bureau <http://www.census.gov/> which reflect most current information (2012-2014).

### **DEMOGRAPHIC OVERVIEW – ASHTABULA COUNTY<sup>26</sup>**

- As of 2014, Ashtabula County's population was [101,262 people](#). Since 2000, it has had a population decline of -1.43 percent.
- The median home cost in Ashtabula County is [\\$79,200](#). Home appreciation the last year has been -0.70%.
- Compared to the rest of the country, Ashtabula County's [cost of living](#) is 17.90% lower than the U.S. average.
- Ashtabula County public schools spend [\\$13,081 per student](#). The average school expenditure in the U.S. is \$12,435. There are about [18.1 students per teacher](#) in Ashtabula County.
- The unemployment rate in Ashtabula County is [6.50%](#) (U.S. avg. is 6.30%). Recent job growth is positive. Ashtabula County jobs have increased by 0.82% as of June 2014.
- The median age is 41.1. The US median is 37.2. 51.65% of people in Ashtabula County, OH, are married. 13.66% are divorced.
- The average household size is 2.52 people. 29.63% of people are married with children. 17.11% have children but are single.
- 93.15% of people are white, 3.64% are black, 0.32% are Asian, 0.17% are Native American, and 0.63% claim 'other.' 3.41% of the people in Ashtabula County claim Hispanic ethnicity (meaning 96.59% are non-Hispanic).
- Ashtabula County's sales tax rate is 6.75%. Income tax is 3.76%.
- The income per capita is \$20,135, which includes all adults and children. The median household income is \$41,075.
- Average one-way commute time in Ashtabula County is 24.96 minutes in 2014 compared to 22.98 (Ohio) and 25.44 minutes (U.S.).

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<sup>26</sup> Information obtained from Sperling's Best Places <http://www.bestplaces.net/> and US Census Bureau <http://www.census.gov/> which reflect most current information (2012-2014).



## Ohio's Lake Erie Marina Industry – Business Retention & Expansion Program

<b>People</b>	<b>Ashtabula County</b>	<b>State of Ohio</b>	<b>United States</b>
<a href="#">Population</a>	101,262	11,533,561	309,138,711
<a href="#">Population - 2010</a>	101,497	11,536,504	308,745,538
<a href="#">Population - 2000</a>	102,728	11,351,677	285,036,114
<a href="#">Population - 1990</a>	99,822	10,845,228	251,960,433
<a href="#">Pop. 1990 to Now</a>	1.44%	6.35%	22.69%
<a href="#">Pop. 2000 to Now</a>	-1.43%	1.60%	8.46%
<a href="#">Pop. Density</a>	144	282	88
<a href="#">Land Area (square miles)</a>	701.931	40,860.70	3,531,905.42
<a href="#">Water Area (square miles)</a>	665.971	3,964.89	264,836.79
<a href="#">Median Age</a>	41.1	38.8	37.2
<a href="#">Female Population</a>	50.08%	51.18%	50.83%
<a href="#">Male Population</a>	49.92%	48.82%	49.18%
<b>Estimated total population by age</b>	<b>Ashtabula County</b>	<b>State of Ohio</b>	<b>United States</b>
<a href="#">Age 0 to 4</a>	6.06%	6.18%	6.51%
<a href="#">Age 5 to 9</a>	6.23%	6.51%	6.57%
<a href="#">Age 10 to 14</a>	6.86%	6.68%	6.68%
<a href="#">Age 15 to 17</a>	4.40%	4.20%	4.17%
<a href="#">Age 18 to 20</a>	3.32%	4.35%	4.45%
<a href="#">Age 21 to 24</a>	4.47%	5.18%	5.52%
<a href="#">Age 25 to 34</a>	11.09%	12.32%	13.32%
<a href="#">Age 35 to 44</a>	13.02%	12.85%	13.34%
<a href="#">Age 45 to 54</a>	15.33%	14.95%	14.44%
<a href="#">Age 55 to 59</a>	7.30%	6.80%	6.37%
<a href="#">Age 60 to 64</a>	6.21%	5.81%	5.48%
<a href="#">Age 65 to 74</a>	8.26%	7.46%	7.12%
<a href="#">Age 75 to 84</a>	4.94%	4.71%	4.25%
<a href="#">Age 85 and over</a>	2.52%	2.00%	1.78%
<b>Race</b>	<b>Ashtabula County</b>	<b>State of Ohio</b>	<b>United States</b>
<a href="#">White</a>	93.15%	83.04%	74.17%
<a href="#">Black</a>	3.64%	12.17%	12.56%
<a href="#">Asian</a>	0.32%	1.70%	4.81%
<a href="#">Native American</a>	0.17%	0.19%	0.82%
<a href="#">Hawaiian, Pacific Islander</a>	0.00%	0.02%	0.17%
<a href="#">Other</a>	0.63%	0.78%	4.79%
<a href="#">Two or More Races</a>	2.09%	2.10%	2.68%
<a href="#">Hispanic</a>	3.41%	3.08%	16.35%
<a href="#">Non-Hispanic</a>	96.59%	96.92%	83.65%

## Ohio's Lake Erie Marina Industry –Business Retention & Expansion Program

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<b>Family</b>	<b>Ashtabula County</b>	<b>State of Ohio</b>	<b>United States</b>
<a href="#"><u>Households</u></a>	38,889	4,555,709	115,226,802
<a href="#"><u>Family Households</u></a>	26,091	2,962,217	76,595,548
<a href="#"><u>Non Family Households</u></a>	12,798	1,593,492	38,631,254
<a href="#"><u>Household Size</u></a>	2.52	2.46	2.61
<a href="#"><u>Married Population</u></a>	51.65%	51.18%	51.40%
<a href="#"><u>Single Population</u></a>	48.35%	48.82%	48.60%
<a href="#"><u>Now Married</u></a>	50.19%	49.36%	49.23%
<a href="#"><u>Married but Separated</u></a>	1.46%	1.82%	2.17%
<a href="#"><u>Never Married</u></a>	27.18%	30.34%	31.83%
<a href="#"><u>Widowed</u></a>	7.52%	6.61%	6.02%
<a href="#"><u>Divorced</u></a>	13.66%	11.87%	10.75%
<a href="#"><u>Married, w/children</u></a>	29.63%	30.28%	32.53%
<a href="#"><u>Married, no children</u></a>	44.94%	43.59%	41.14%
<a href="#"><u>Single, w/children</u></a>	17.11%	17.11%	16.88%
<a href="#"><u>Single, no children</u></a>	8.33%	9.02%	9.45%

## Ohio's Lake Erie Marina Industry – Business Retention & Expansion Program

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### **Economy in Ashtabula County<sup>27</sup>**

<b>Economy</b>	<b>Ashtabula County</b>	<b>State of Ohio</b>	<b>United States</b>
<a href="#">Unemployment Rate</a>	6.50%	5.30%	6.30%
<a href="#">Recent Job Growth</a>	0.82%	1.00%	1.18%
<a href="#">Future Job Growth</a>	35.10%	36.70%	36.10%
<a href="#">Sales Taxes</a>	6.75%	6.75%	6.00%
<a href="#">Income Taxes</a>	3.76%	3.76%	4.72%
<a href="#">Income per Cap.</a>	\$20,135	\$25,857	\$28,051
<a href="#">Household Income</a>	\$41,075	\$48,246	\$53,046
<a href="#">Family Median Income</a>	\$51,116	\$61,163	\$64,585
<b>Estimated households by household income</b>	<b>Ashtabula County</b>	<b>State of Ohio</b>	<b>United States</b>
<a href="#">Income Less Than 15K</a>	16.58%	13.96%	12.61%
<a href="#">Income between 15K and 20K</a>	7.67%	5.83%	5.33%
<a href="#">Income between 20K and 30K</a>	13.16%	11.40%	10.57%
<a href="#">Income between 30K and 40K</a>	11.56%	10.84%	9.90%
<a href="#">Income between 40K and 50K</a>	10.18%	9.50%	8.95%
<a href="#">Income between 50K and 60K</a>	7.87%	8.42%	8.08%
<a href="#">Income between 60K and 75K</a>	11.85%	10.47%	10.09%
<a href="#">Income between 75K and 100K</a>	10.26%	12.02%	12.25%
<a href="#">Income between 100K and 150K</a>	8.50%	11.12%	12.82%
<a href="#">Income between 150K and 200K</a>	1.52%	3.54%	4.78%
<a href="#">Income greater than 200K</a>	0.86%	2.90%	4.64%
<b>Population by occupation</b>	<b>Ashtabula County</b>	<b>State of Ohio</b>	<b>United States</b>
<a href="#">Management, business, finance</a>	9.71%	13.45%	14.36%
<a href="#">Engineering, computers, science</a>	1.97%	4.67%	5.24%
<a href="#">Community, social services</a>	1.28%	1.63%	1.66%
<a href="#">Legal</a>	0.69%	0.94%	1.17%
<a href="#">Education, library</a>	4.70%	5.73%	6.10%
<a href="#">Arts, design, media, sports, entertainment</a>	1.14%	1.39%	1.88%
<a href="#">Healthcare practitioners and technology</a>	5.58%	6.22%	5.49%
<a href="#">Healthcare support</a>	4.14%	3.02%	2.47%
<a href="#">Firefighters, law enforcement</a>	1.57%	1.90%	2.24%
<a href="#">Food preparation, serving</a>	5.13%	6.08%	5.61%
<a href="#">Building maintenance</a>	4.88%	3.63%	3.97%
<a href="#">Personal care</a>	2.64%	3.05%	3.54%

<sup>27</sup> Information obtained from Sperling's Best Places <http://www.bestplaces.net/> and US Census Bureau <http://www.census.gov/> which reflect most current information (2012-2014).

## Ohio's Lake Erie Marina Industry –Business Retention & Expansion Program

<a href="#">Sales, office, administrative support</a>	21.46%	24.79%	24.89%
<a href="#">Farming, fishing, forestry</a>	0.93%	0.34%	0.73%
<a href="#">Construction, extraction, maintenance/repair</a>	11.02%	7.59%	8.56%
<a href="#">Production, transportation, material moving</a>	23.17%	15.57%	12.10%

### **Cost of Living in Ashtabula County<sup>28</sup>**

Cost of living	Ashtabula County	State of Ohio	United States
<a href="#">Overall</a>	77	88	100
<a href="#">Grocery</a>	97.7	99.2	100
<a href="#">Health</a>	100	98	100
<a href="#">Housing</a>	30	66	100
<a href="#">Utilities</a>	100	99	100
<a href="#">Transportation</a>	102	100	100
<a href="#">Miscellaneous</a>	97	98	100

- Cost of living indices are based on a U.S. average of 100. An amount below 100 means Ashtabula County is less expensive than the U.S. average. A cost of living index above 100 means Ashtabula County is more expensive.
- Overall, Ashtabula County's cost of living is 77.
- As of 2014, the total of all the cost of living categories were weighted subjectively as follows: housing (30%), food and groceries (15%), transportation (10%), utilities (6%), health care (7%), and miscellaneous expenses such as clothing, services and entertainment (32%). State and local taxes are not included in any category.
- Compared to the rest of the country, Ashtabula County's cost of living is 23% lower than the U.S. average.

<sup>28</sup> Information obtained from Sperling's Best Places <http://www.bestplaces.net/> and US Census Bureau <http://www.census.gov/> which reflect most current information (2012-2014).

## Participating Businesses – Lake Erie Marina Industry BRE Survey

Fifty-one businesses participated in the BRE process. Business survey responses are confidential, yet it is important to credit their participation by listing their names here:

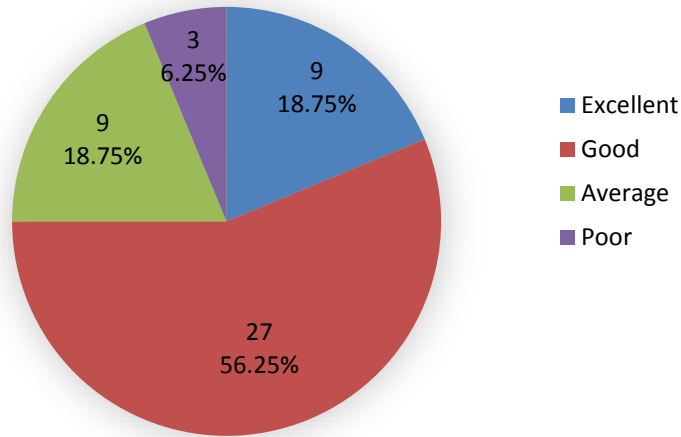
Anchor Pointe Boat-A-Minimum	Lagoon Marine, Inc.
Battery Park Marina	Lakefront Marina
Beaver Park Marina	Lakeside Yacht Club
Brenner 75 at Harrison's Marina/Toledo	Lorain Sailing and Yacht Club
Skyway Marina	Midway Marina
Brockway Northcoast Marina	Nautica Complex/Jacobs Entertainment
Catawba Island Marina	Paper District Marina
Catawba Landing	Port Clinton Yacht Club
Catawba Moorings	Redbrook Boat Club
Cedar Point Marina	River Retreat Campground and Marina
Channel Park Marina	LLC
Crafts Lakeview Lane	Romp's Water Port, Inc.
Cranberry Creek Marina	Sandusky Harbor Marina
DeRivera Park Trust/B Dock	Sandusky Yacht Club
Don Parsons, Inc.	Shrock's Marina
Drawbridge Marina	South Shore Marine
Dutch Harbor, Inc.	South Shore Yacht Supply
Edgewater Marina	Spitzer Lakeside/Riverside Marinas
Edgewater Yacht Club	The Dock of the Bay Marina
Forest City Yacht Club	Turtle Creek Marina and Campground
Geneva Marina State Park	Valley Harbor Marina
Green Cove Resort I	Vermilion Power Boats
Holiday Harbor Marina	Waypoint Marine Sales
Hoty Marine Group	White Caps Motel
Huron Lagoons Marina	Wild Wings Marina
Huron Yacht Club	Witterhaven Campground and Marina
Key Harbour Marina	

**APPENDIX A: SAMPLE SURVEY RESULTS (RETAIL AND SERVICES)**

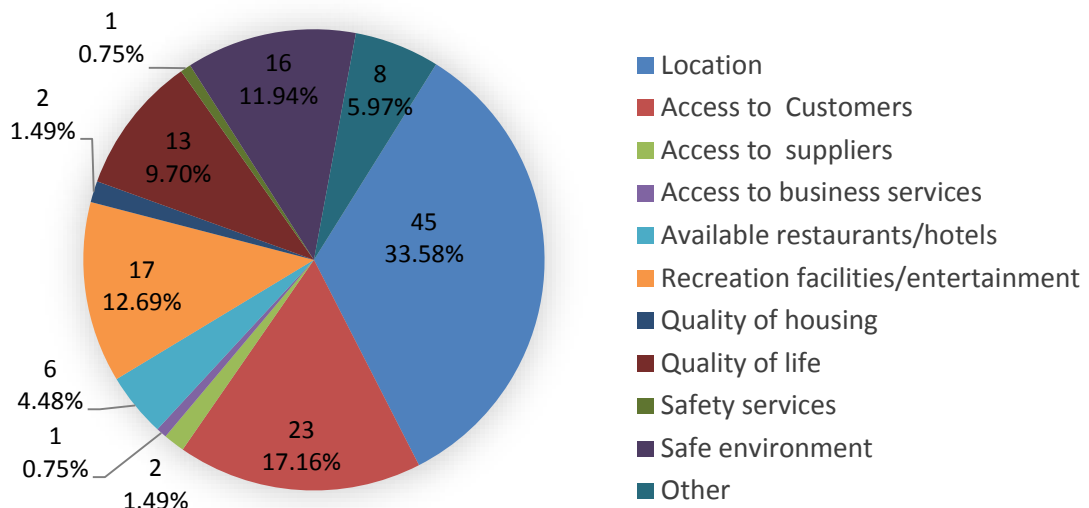
**Respondents:** Local business responses in the retail and services sectors.

**Section A- Local Business Environment**

**What is your overall opinion of operating a marina business in your city/county?**

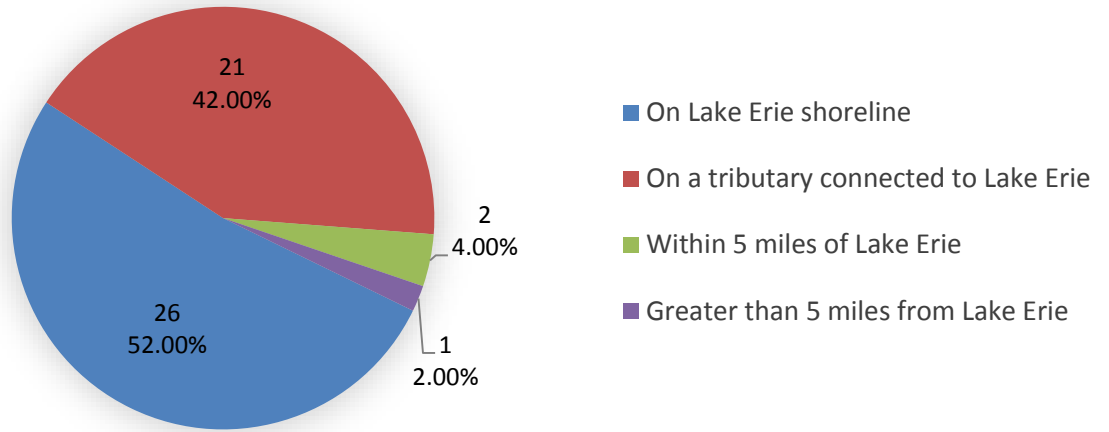


**What are your top three (3) reasons for locating or keeping your business in your city/county?**

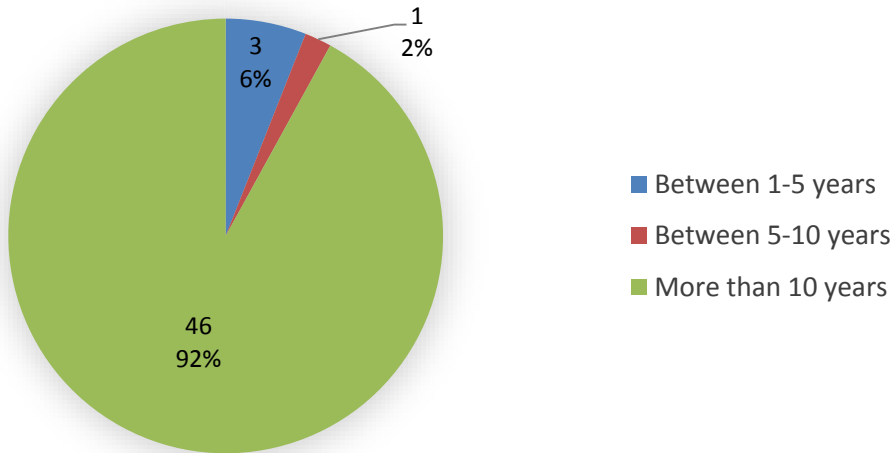


# Ohio's Lake Erie Marina Industry – Business Retention & Expansion Program

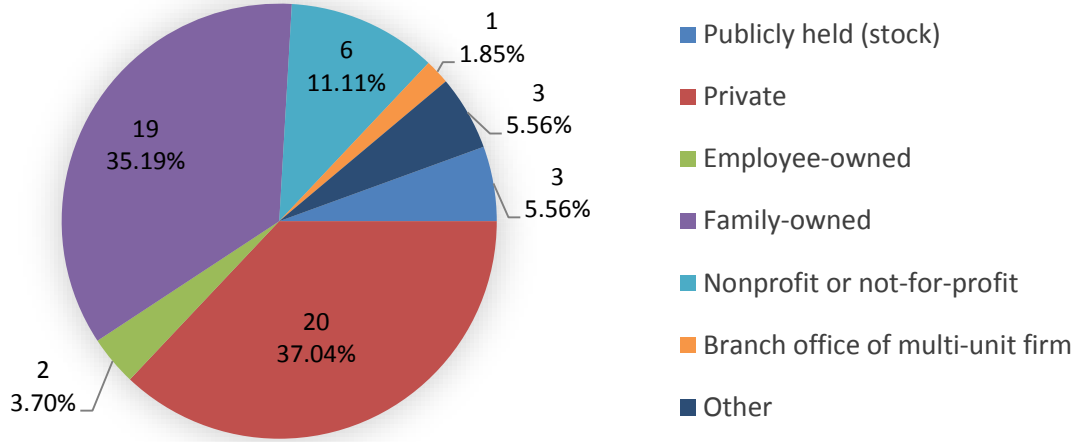
## How close is your business to Lake Erie?



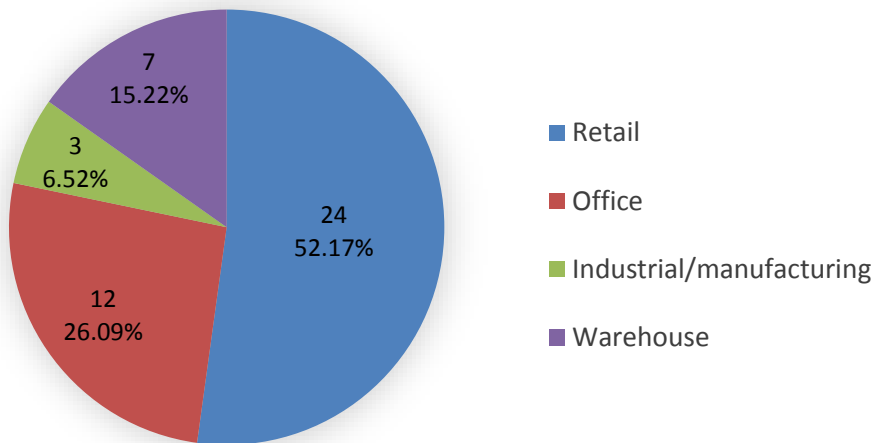
## How long has this business been operating at your current location?



**Which of the following best describes your business?**



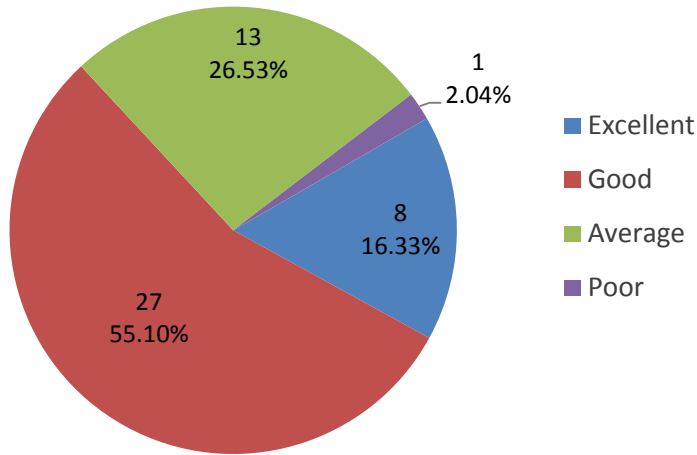
**What is the primary type of space your business occupies?**



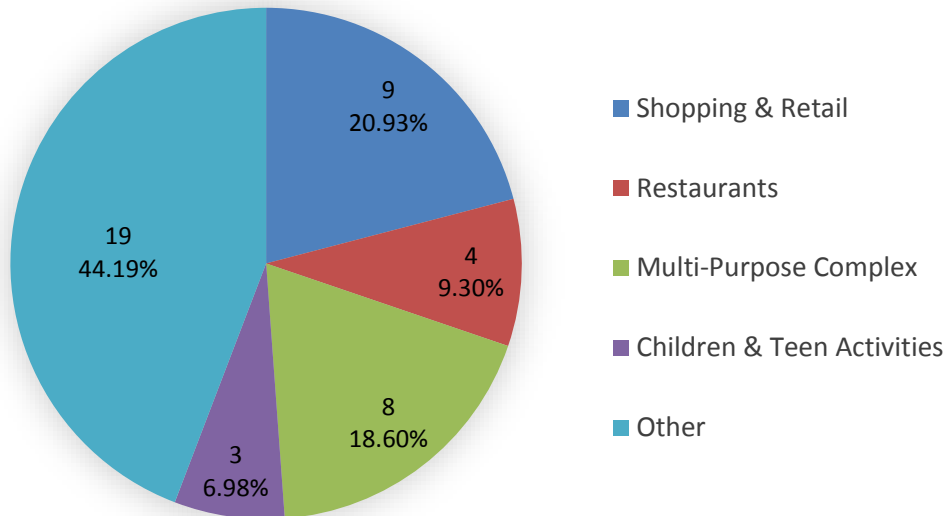


# Ohio's Lake Erie Marina Industry – Business Retention & Expansion Program

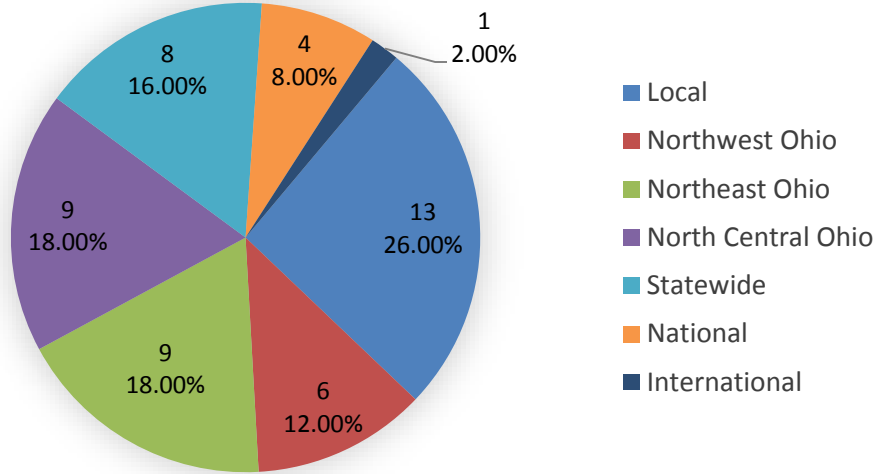
***From your perspective as a businessperson, please rate the overall quality of life in your city/county:***



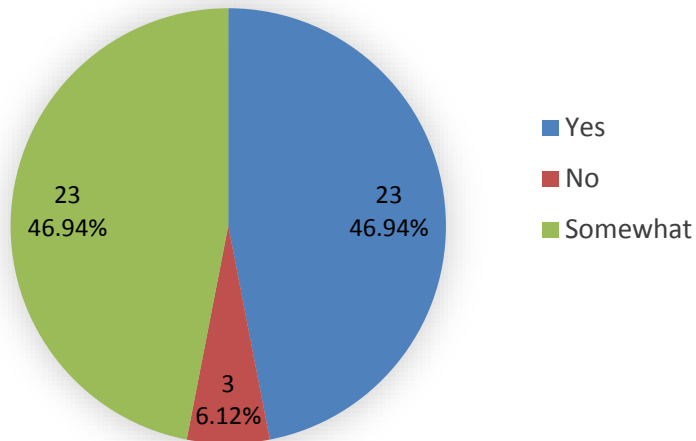
***What aspects of quality of life would you like to see enhanced in your city/county?***



**What is your company's primary geographic market?**



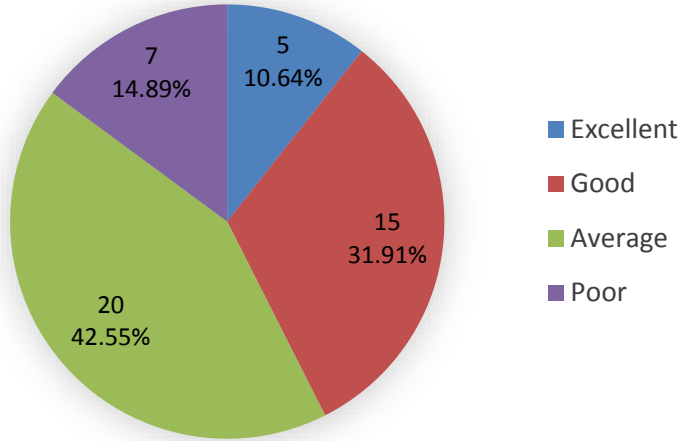
**Do you feel your customers have an awareness or concern about environmental issues that affect Lake Erie?**



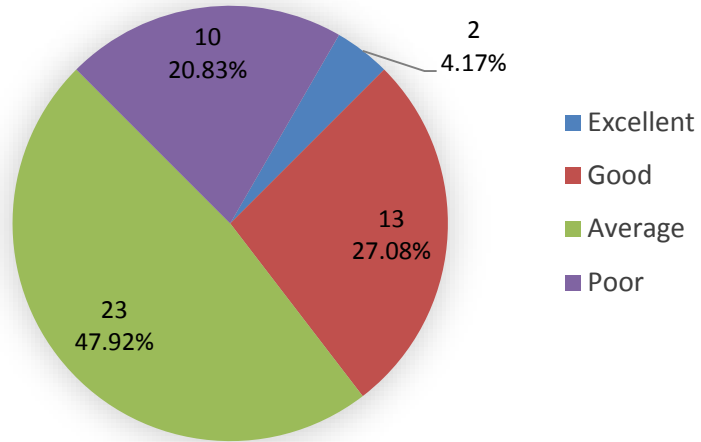
**Section B- Employment and Training**

**How would you rate the local workforce? (Management)**

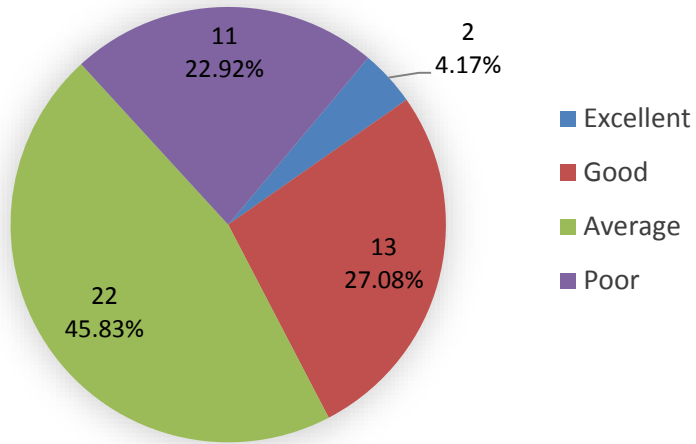
**1. Quality**



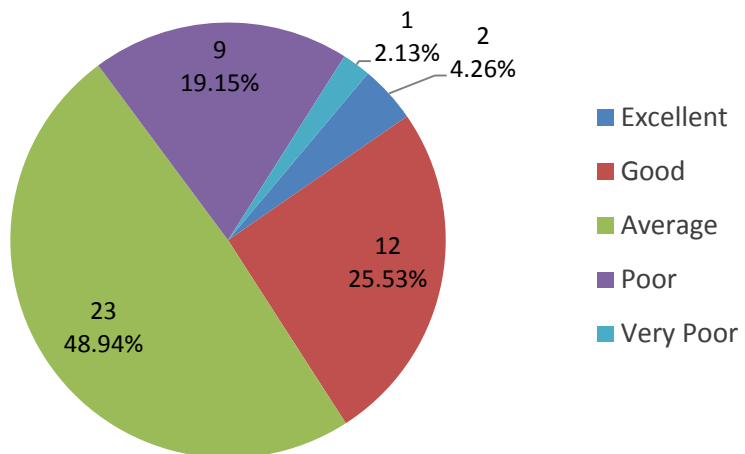
**2. Quantity (Management)**



**3. Availability (Management)**

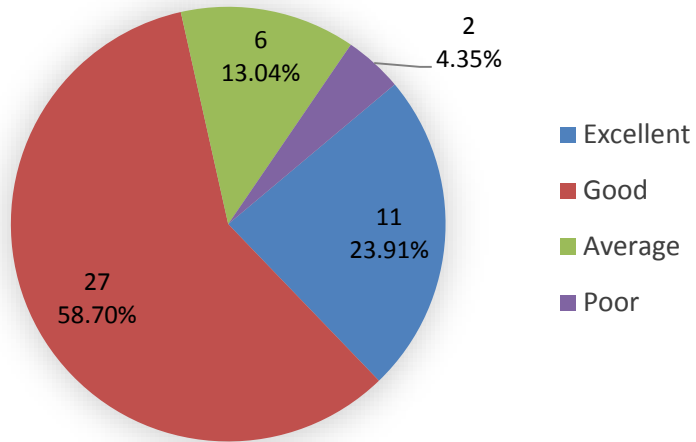


**4. Stability (Management)**

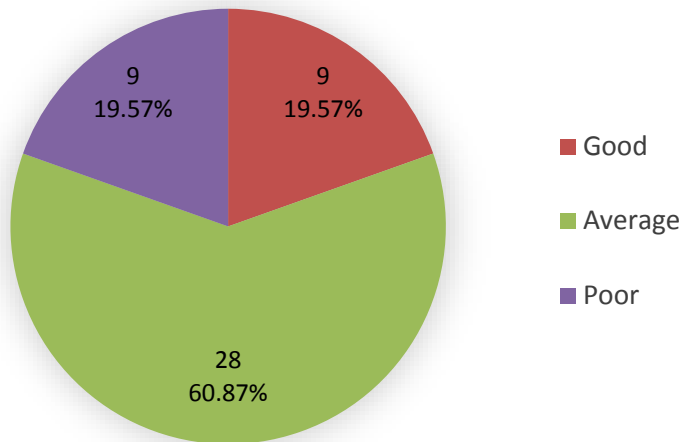


**How would you rate the local workforce (Labor)?**

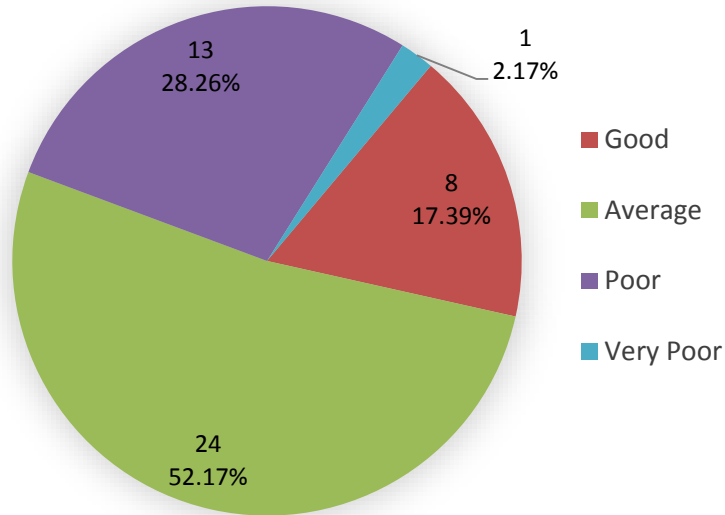
**1. Quality**



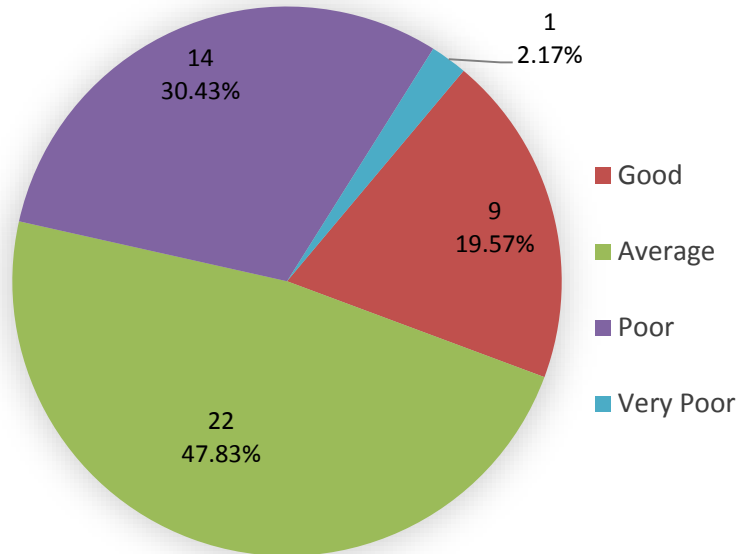
**2. Quantity (Labor)**



**3. Availability (Labor)**

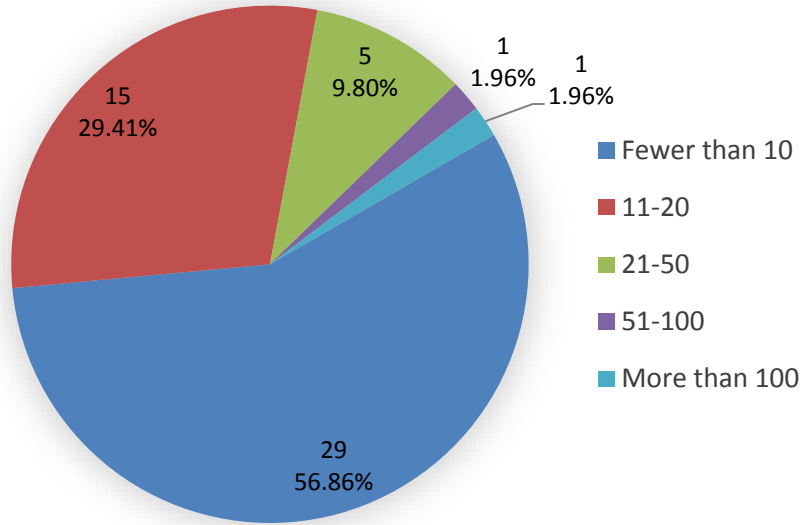


**4. Stability (Labor)**

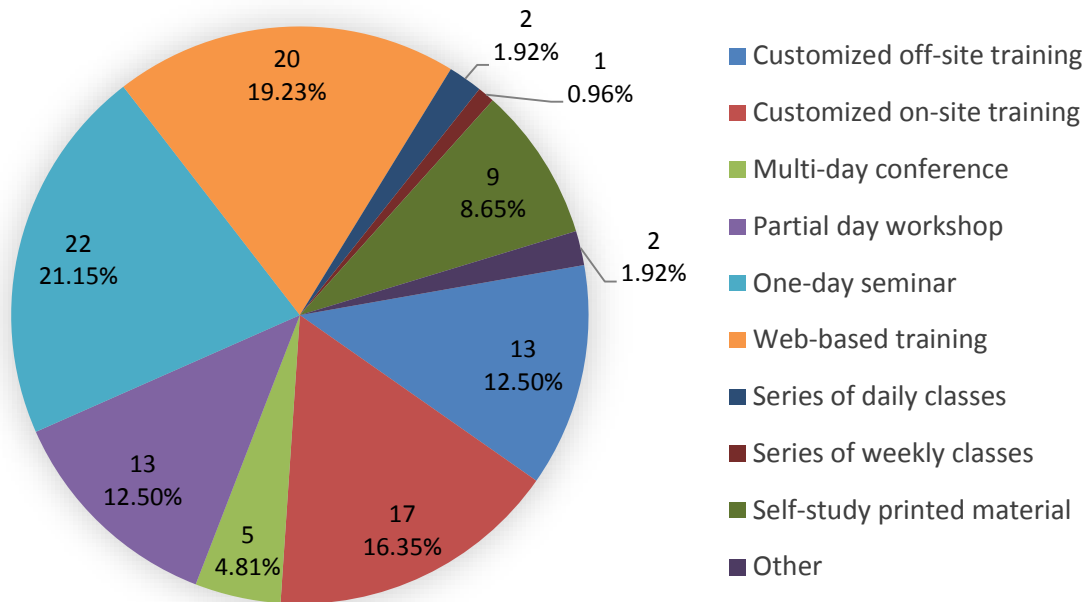


**Section C- Employees**

***How many employees work at your business location?***

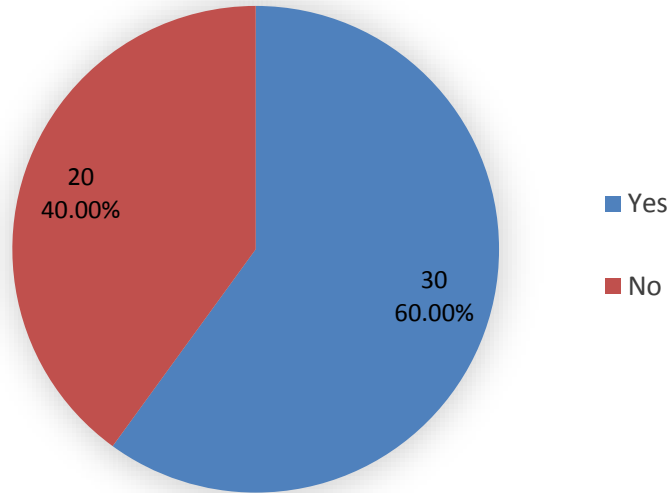


***Three most preferred formats for employee training by outside providers:***

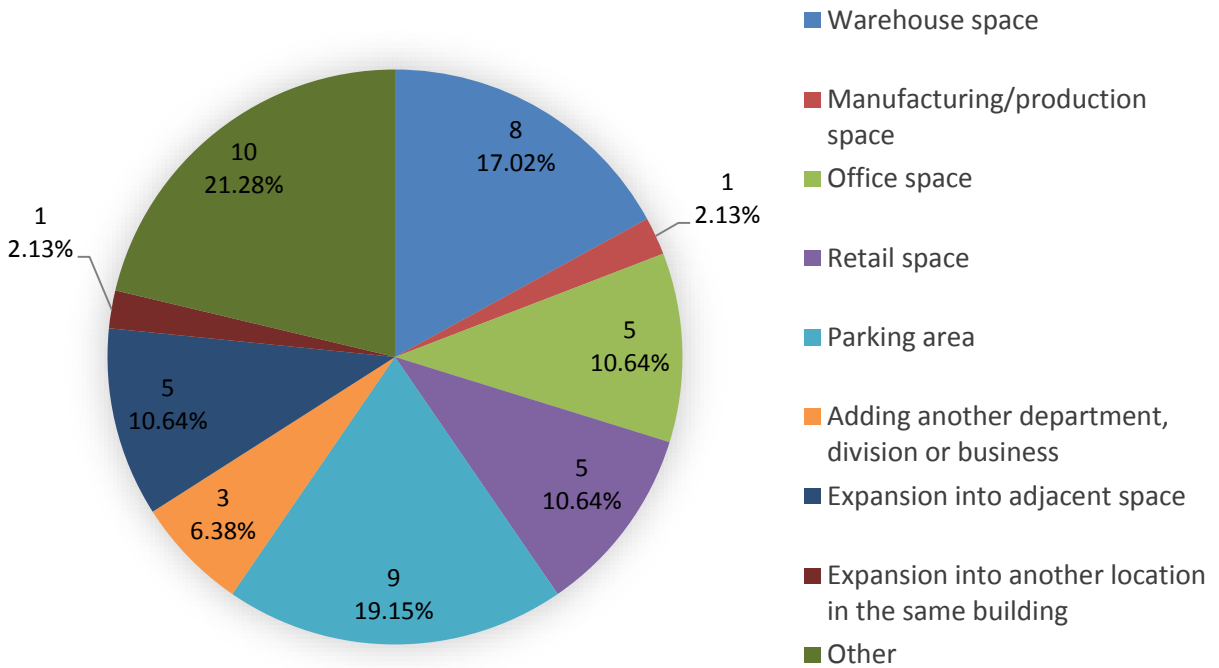


**Section D- Future Plans**

**Do you have any plans to modernize, renovate or expand your present building(s) or equipment?**



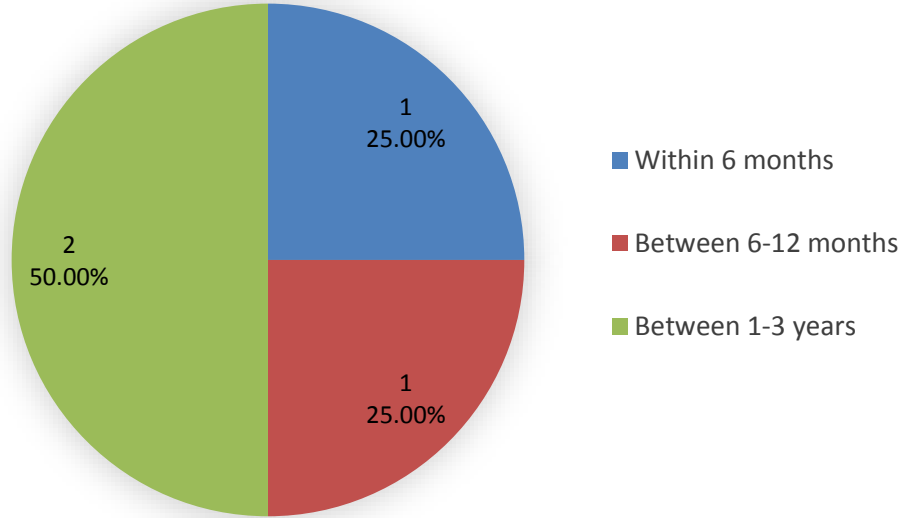
**What kind of modernization, renovation or expansion are you considering?**



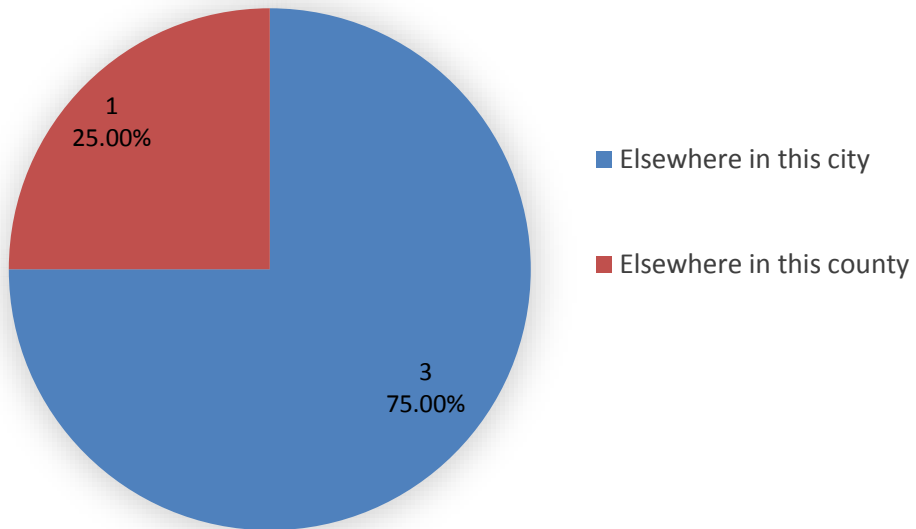


**Expansion**

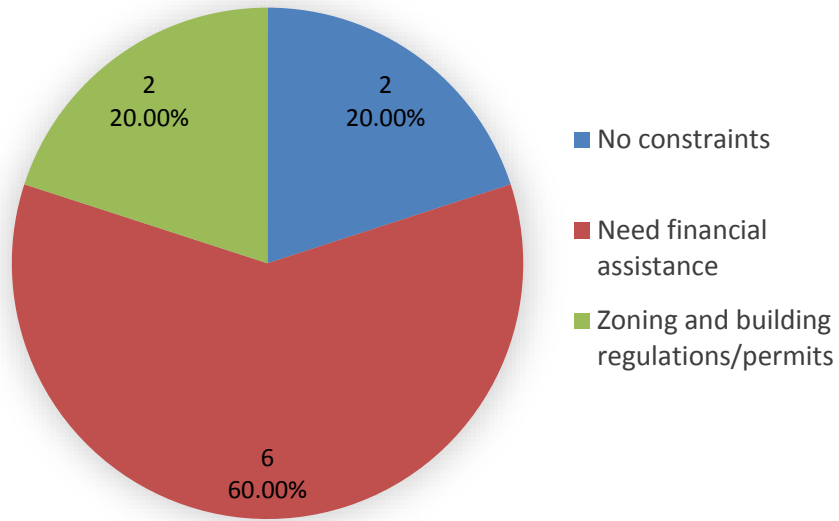
**When would you open another branch, plant, office or store?**



**Where would you open another branch, plant, office or store?**

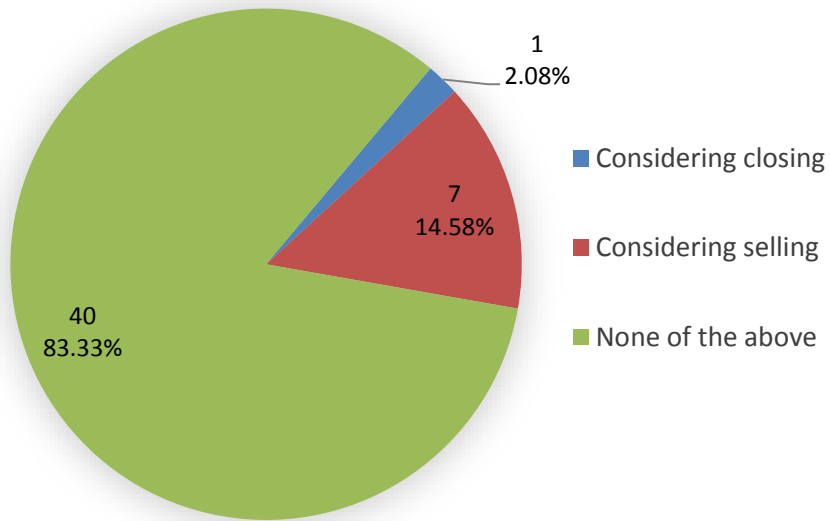


***If expanding, do you face any constraints?***



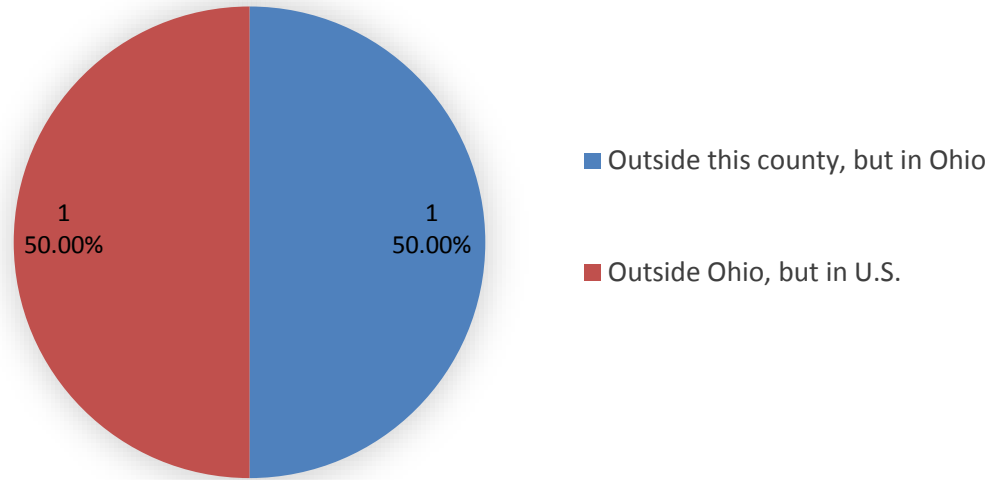
**Moving**

***Are you considering moving, closing or selling this business?***

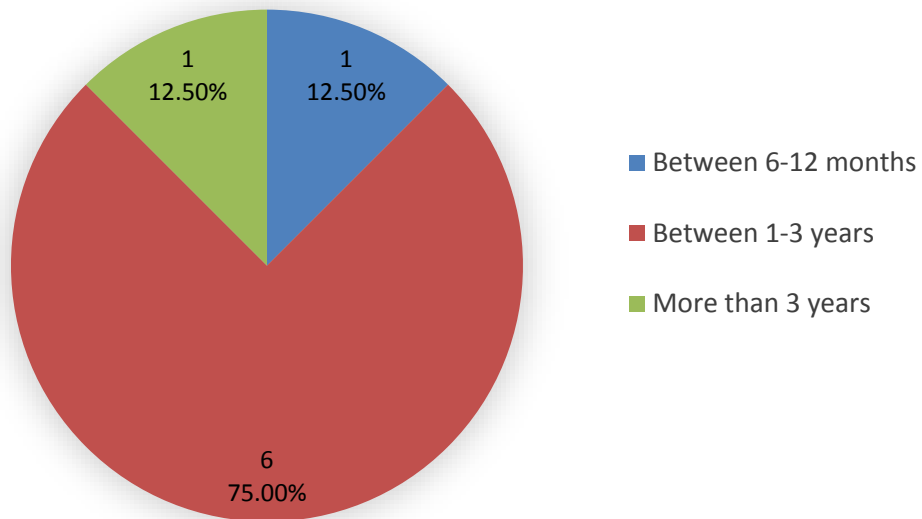


# Ohio's Lake Erie Marina Industry – Business Retention & Expansion Program

***If you are considering moving, where would you move?***

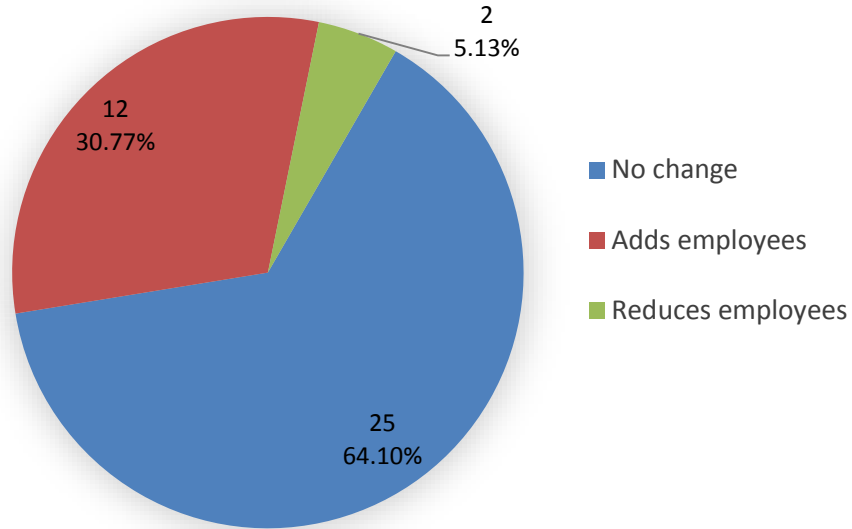


***When would you move, close or sell this business?***

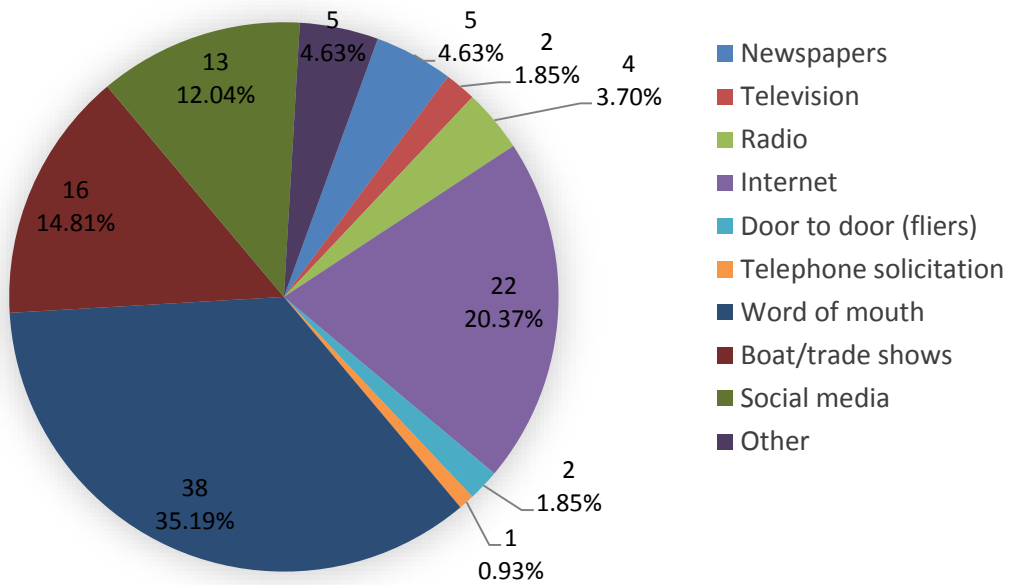


**Impact of Modernization**

***What impact would your plans for modernization, renovation, expansion, moving, closing or selling have on the number of employees in your current location?***

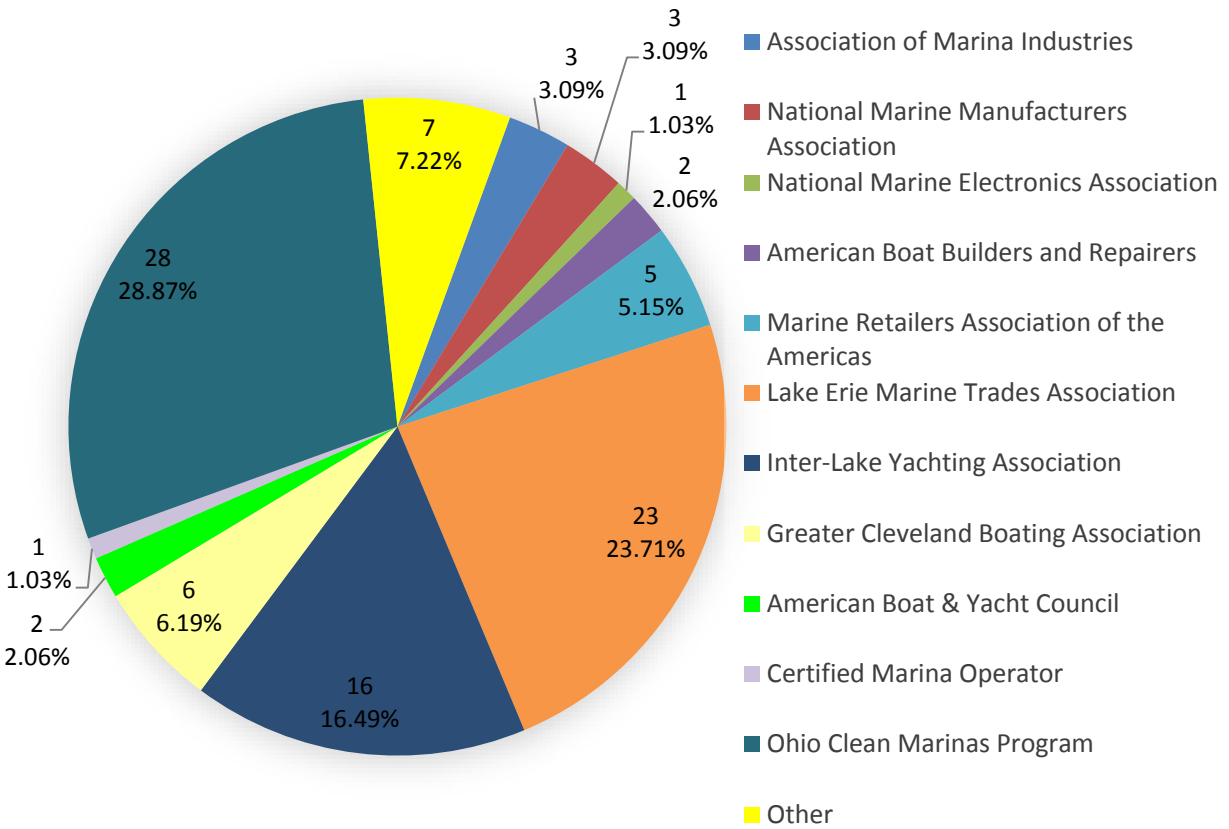


***Which of the following promotional/marketing outlets have provided the best return for your advertising dollars?***



# Ohio's Lake Erie Marina Industry –Business Retention & Expansion Program

**What organization(s) are you a member of and/or what certifications do you have?**



**APPENDIX B: BRE PROGRAM TASK FORCE PARTICIPANTS**

Joe Lucente- Ohio State University Extension/Ohio Sea Grant College Program- BRE Program Consultant

Sarah Orlando- Ohio State University Extension/Ohio Sea Grant College Program and Ohio Clean Marinas Program- BRE Program Coordinator

Ken Alvey- Lake Erie Marine Trades Association- BRE Task Force partner

Scudder Mackey- Ohio Department of Natural Resources Office of Coastal Management- BRE Task Force partner

**APPENDIX C: BRE SURVEY AGGREGATED RESPONSES**

**Count   Percent   Response**

**1. What is your overall opinion of operating a marina business in your city/county?**

9	18.75%	Excellent
27	56.25%	Good
9	18.75%	Average
3	6.25%	Poor

**2. What are your top three (3) reasons for locating or keeping your business in your city/county?**

45	33.58%	Location
23	17.16%	Access to your Customers
2	1.49%	Access to your suppliers
1	0.75%	Access to business services
6	4.48%	Available restaurants/hotels
17	12.69%	Recreation facilities/ entertainment
2	1.49%	Quality of housing
13	9.70%	Quality of life
1	0.75%	Safety services
16	11.94%	Safe environment
8	5.97%	Other

**3. How close is your business to Lake Erie?**

26	52.00%	On Lake Erie shoreline
21	42.00%	On a tributary connected to Lake Erie
2	4.00%	Within 5 miles of Lake Erie
1	2.00%	Greater than 5 miles from Lake Erie

**4. Would you recommend another business to locate in your city/county?**

44	89.80%	Yes
5	10.20%	No

## Ohio's Lake Erie Marina Industry –Business Retention & Expansion Program

### Count    Percent    Response

#### 5. Please describe your IMMEDIATE business needs or concerns that could be addressed by local government or local private entities.

1	4.00%	access to our location
1	4.00%	Additional business ( restaurants, stores, entertainment), grants for improvements
1	4.00%	algae bloom
1	4.00%	Algae Bloom of the western basin
1	4.00%	algae bloom; dredging; safety
1	4.00%	algae blooms actual impact?
1	4.00%	Algae in the water
1	4.00%	better access due to road construction
1	4.00%	Better Public Restrooms
1	4.00%	bike path to connect community; algae issues with Lake Erie
1	4.00%	bottom growth (weeds)
1	4.00%	Dredging and maintenance of river to include fallen tree debris in wooded areas upstream that would collect, dam up, and cause potential flood and ice damage to personal property, boats and housing.
1	4.00%	dredging; utility costs
1	4.00%	Encourage other businesses to locate in the area.
1	4.00%	grant for small business
1	4.00%	keeping the vermilion river open for recreational boating
1	4.00%	reduction in aggressive patrolling by enforcement; reduction in complicated regulatory requirements demanding excessive time and resources
1	4.00%	road improvements
1	4.00%	street repair; sidewalk repair; lighting
1	4.00%	tax breaks for small private businesses
1	4.00%	tax on submerged land lease plus tax on docks
1	4.00%	tax relief and/or state or local grants to assist an industry (boating) that is being hurt badly by the current economy, especially making boating more accessible to younger people and the middle class.
1	4.00%	the city competing with local business to maintain the city boat basin
1	4.00%	water quality; keeping carp out of Lake Erie.
1	4.00%	While we understand that safe boating is a large concern in the islands area, there seems to be an over-abundance of law enforcement in our area contacting and inspecting boats. Many boaters are leaving the lifestyle or afraid to use their boats because they are pulled over for trivial reasons (or they perceive they are). Vessels that have been inspected should not need inspection twice in the season. Vessels should not be boarded in adverse weather conditions and Semi-automatic weapons and military style boots are overkill where recreational families are involved.



## Ohio's Lake Erie Marina Industry –Business Retention & Expansion Program

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### Count    Percent    Response

#### 6. Please describe your LONG-TERM (more than 2 years) business needs or concerns that could be addressed by local government or local private entities.

2	9.52%	algae bloom
1	4.76%	Algae bloom is a long term issue. We also need to involve younger families in the boating lifestyle.
1	4.76%	cleanliness/condition of river and lake; fuel costs
1	4.76%	cost of doing business, state taxes, etc.
1	4.76%	Depth of water of Lake Erie.
1	4.76%	dredging; qualified personnel; EPA; utility costs
1	4.76%	fearful of increase costs to maintain our clean marina
1	4.76%	grants for improvements
1	4.76%	hotels in downtown Sandusky; upscale condo unit
1	4.76%	in the past 12 years property taxes have more than doubled. Property taxes are the 2nd largest expense my business has. I cannot afford to improve or maintain my property without borrowing money. I had to borrow \$10,000 this month to pay my property taxes
1	4.76%	less EPA regulations, increased boat users through programs
1	4.76%	More could be done to promote the water front and to help acquire funds for dredging and flood control.
1	4.76%	More lakefront development.
1	4.76%	More recreational activities, restaurants located on the waterfront to attract more tourism from surrounding areas.
1	4.76%	Much of the regulations on Marina rules/inspections have been relaxed by the current state administration. Locally we have a good working relationship with our local government, and do not see one long term issue that threatens us. In a perfect world it would be nice for someone to tackle the exceeding high cost of non-ethanol fuel vs. street fuel. If that could be lowered it would greatly improve the boating economy.
1	4.76%	Repair current breakwater/seawall to protect the boats better.
1	4.76%	Same as above. Anything that would draw people to our area would help us.
1	4.76%	too many marinas; high fuel costs
1	4.76%	traffic control at Rt. 53 N.
1	4.76%	Updated buildings, new yard black-top

## Ohio's Lake Erie Marina Industry –Business Retention & Expansion Program

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### **Count   Percent   Response**

Please indicate whether you believe the cost of doing business in your city/county is high, acceptable, or low:

#### 7. Building costs (rent)

9	19.57%	High
31	67.39%	Acceptable
1	2.17%	Low
5	10.87%	N/A

#### 8. Environmental regulations

14	28.00%	High
34	68.00%	Acceptable
2	4.00%	Low

#### 9. Health care insurance

24	47.06%	High
22	43.14%	Acceptable
1	1.96%	Low
4	7.84%	N/A

#### 10. Inventory taxes

8	17.02%	High
30	63.83%	Acceptable
9	19.15%	N/A

#### 11. Corporate taxes

19	41.30%	High
23	50.00%	Acceptable
4	8.70%	N/A

#### 12. Payroll taxes

22	44.90%	High
26	53.06%	Acceptable
1	2.04%	N/A

#### 13. Property taxes

27	55.10%	High
22	44.90%	Acceptable

#### 14. Public utilities

19	38.78%	High
30	61.22%	Acceptable

## Ohio's Lake Erie Marina Industry –Business Retention & Expansion Program

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### **Count   Percent   Response**

#### 15. Workers compensation

22	45.83%	High
22	45.83%	Acceptable
2	4.17%	Low
2	4.17%	N/A

#### 16. Other

2	25.00%	High
1	12.50%	Acceptable
5	62.50%	N/A

From your perspective as a businessperson, please rate the following amenities and services in your city/county:

#### 17. Roads, highways and freeways

3	5.88%	Excellent
21	41.18%	Good
18	35.29%	Average
6	11.76%	Poor
3	5.88%	Very Poor

#### 18. Water and sewers

7	13.73%	Excellent
21	41.18%	Good
16	31.37%	Average
5	9.80%	Poor
2	3.92%	N/A

#### 19. Natural gas services

6	12.00%	Excellent
21	42.00%	Good
11	22.00%	Average
3	6.00%	Poor
9	18.00%	N/A

#### 20. Telecom services

3	6.12%	Excellent
19	38.78%	Good
19	38.78%	Average
3	6.12%	Poor
2	4.08%	Very Poor
3	6.12%	N/A

## Ohio's Lake Erie Marina Industry –Business Retention & Expansion Program

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<u>Count</u>	<u>Percent</u>	<u>Response</u>
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21. High speed Internet access

3	5.88%	Excellent
14	27.45%	Good
24	47.06%	Average
8	15.69%	Poor
2	3.92%	Very Poor

22. Electrical services

4	7.84%	Excellent
28	54.90%	Good
17	33.33%	Average
1	1.96%	Poor
1	1.96%	N/A

23. Public transportation

1	1.96%	Excellent
8	15.69%	Good
17	33.33%	Average
13	25.49%	Poor
12	23.53%	N/A

24. Air service

2	4.00%	Excellent
9	18.00%	Good
16	32.00%	Average
7	14.00%	Poor
2	4.00%	Very Poor
14	28.00%	N/A

25. Health care services (EMS/hospitals/clinics)

2	3.92%	Excellent
24	47.06%	Good
21	41.18%	Average
2	3.92%	Poor
2	3.92%	N/A

26. School system

7	13.73%	Excellent
20	39.22%	Good
20	39.22%	Average
3	5.88%	Poor
1	1.96%	N/A

## Ohio's Lake Erie Marina Industry –Business Retention & Expansion Program

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<b><u>Count</u></b>	<b><u>Percent</u></b>	<b><u>Response</u></b>
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**27. Child care services**

1	2.04%	Excellent
17	34.69%	Good
20	40.82%	Average
4	8.16%	Poor
7	14.29%	N/A

**28. Restaurants**

12	23.53%	Excellent
23	45.10%	Good
11	21.57%	Average

**29. Professional services**

2	4.00%	Excellent
27	54.00%	Good
18	36.00%	Average
3	6.00%	Poor

**30. Shopping**

5	9.80%	Excellent
18	35.29%	Good
15	29.41%	Average
13	25.49%	Poor

**31. Recreation/cultural activities/entertainment**

11	22.00%	Excellent
20	40.00%	Good
16	32.00%	Average
3	6.00%	Poor

**32. Snow and ice removal**

3	5.88%	Excellent
11	21.57%	Good
24	47.06%	Average
10	19.61%	Poor
1	1.96%	Very Poor
2	3.92%	N/A

## Ohio's Lake Erie Marina Industry –Business Retention & Expansion Program

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<u>Count</u>	<u>Percent</u>	<u>Response</u>
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33. Street and sidewalk cleaning

1	2.00%	Excellent
10	20.00%	Good
24	48.00%	Average
8	16.00%	Poor
3	6.00%	Very Poor
4	8.00%	N/A

34. Street repairs

10	20.00%	Good
17	34.00%	Average
17	34.00%	Poor
4	8.00%	Very Poor
2	4.00%	N/A

35. Fire protection

13	25.49%	Excellent
17	33.33%	Good
18	35.29%	Average
3	5.88%	Poor

36. Police protection

13	26.00%	Excellent
18	36.00%	Good
16	32.00%	Average
3	6.00%	Poor

37. Business services

1	1.96%	Excellent
18	35.29%	Good
30	58.82%	Average
2	3.92%	Poor

38. Hotel facilities

4	8.00%	Excellent
21	42.00%	Good
18	36.00%	Average
4	8.00%	Poor
2	4.00%	Very Poor
1	2.00%	N/A

## Ohio's Lake Erie Marina Industry –Business Retention & Expansion Program

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### **Count   Percent   Response**

#### **39. Conference facilities**

5	10.00%	Excellent
19	38.00%	Good
14	28.00%	Average
8	16.00%	Poor
1	2.00%	Very Poor
3	6.00%	N/A

#### **40. Long Term Care Facilities**

6	12.00%	Excellent
14	28.00%	Good
19	38.00%	Average
4	8.00%	Poor
7	14.00%	N/A

#### **How would you rate the local workforce? (Management)**

##### **41. Quality**

5	10.64%	Excellent
15	31.91%	Good
20	42.55%	Average
7	14.89%	Poor

##### **42. Quantity**

2	4.17%	Excellent
13	27.08%	Good
23	47.92%	Average
10	20.83%	Poor

##### **43. Availability**

2	4.17%	Excellent
13	27.08%	Good
22	45.83%	Average
11	22.92%	Poor

##### **44. Stability**

2	4.26%	Excellent
12	25.53%	Good
23	48.94%	Average
9	19.15%	Poor
1	2.13%	Very Poor

## Ohio's Lake Erie Marina Industry –Business Retention & Expansion Program

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### Count   Percent   Response

#### How would you rate the local workforce? (Labor)

##### 45. Quality

11	23.91%	Excellent
27	58.70%	Good
6	13.04%	Average
2	4.35%	Poor

##### 46. Quantity

9	19.57%	Good
28	60.87%	Average
9	19.57%	Poor

##### 47. Availability

8	17.39%	Good
24	52.17%	Average
13	28.26%	Poor
1	2.17%	Very Poor

##### 48. Stability

9	19.57%	Good
22	47.83%	Average
14	30.43%	Poor
1	2.17%	Very Poor

##### 53. Please explain any poor or very poor ratings from the question above.

1	16.67%	difficult to find
1	16.67%	Our area has a shortage of dedicated, capable employees.
1	16.67%	quantity-low number of local work force at our location
1	16.67%	seasonal labor in low supply
1	16.67%	volunteer condo board provided management.
1	16.67%	we cannot find workers.

##### 49. How many employees work at your business location?

29	56.86%	Fewer than 10
15	29.41%	11-20
5	9.80%	21-50
1	1.96%	51-100
1	1.96%	More than 100



## Ohio's Lake Erie Marina Industry –Business Retention & Expansion Program

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### **Count   Percent   Response**

#### **50. What are the current areas in which your employees need training?**

15	8.62%	Current employees do not need training
5	2.87%	General skills (Basic math, reading/writing, problem-solving, etc.)
13	7.47%	Managerial skills (Finance, business planning, employee management/relations, etc.)
16	9.20%	Professional skills (Sales, marketing, accounting, etc.)
27	15.52%	Customer service skills (Interpersonal communications, product knowledge, etc.)
16	9.20%	Computer skills (Word-processing, database management, computer system installation/maintenance, etc.)
8	4.60%	Other technical skills
12	6.90%	Equipment operation skills
13	7.47%	Mechanical skills
12	6.90%	Specialized skills (Captain's License, Marine Trades Skill Training, Operator's License)
11	6.32%	Team building skills
15	8.62%	Safety & First Aid
7	4.02%	Regulatory
1	0.57%	CEUs (Continuing Education Units)
3	1.72%	Other skills

#### **51. Three most preferred formats for employee training by outside providers:**

13	12.50%	Customized off-site training
17	16.35%	Customized on-site training
5	4.81%	Multi-day conference
13	12.50%	Partial day workshop
22	21.15%	One-day seminar
20	19.23%	Web-based training
2	1.92%	Series of daily classes
1	0.96%	Series of weekly classes
9	8.65%	Self-study printed material
2	1.92%	Other

#### **52. How far (distance) would you send your staff to receive training by an outside provider?**

17	38.64%	Up to 25 miles
13	29.55%	Up to 50 miles
6	13.64%	Up to 75 miles
8	18.18%	Up to 100 miles or over

#### **54. Do you have any plans to modernize, renovate or expand your present building(s) or equipment?**

30	60.00%	Yes
20	40.00%	No

## Ohio's Lake Erie Marina Industry –Business Retention & Expansion Program

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### **Count   Percent   Response**

#### **55. What kind of modernization, renovation or expansion are you considering?**

8	17.02%	Warehouse space
1	2.13%	Manufacturing/production space
5	10.64%	Office space
5	10.64%	Retail space
9	19.15%	Parking area
3	6.38%	Adding another department, division or business
5	10.64%	Expansion into adjacent space
1	2.13%	Expansion into another location in the same building
10	21.28%	Other

#### **56. When would the work be started?**

12	40.00%	Within 6 months
6	20.00%	Between 6 - 12 months
12	40.00%	Between 1 - 3 years

#### **57. If YES, do you face any constraints?**

9	22.50%	No constraints
14	35.00%	Need financial assistance
3	7.50%	Need physical facility planning assistance
1	2.50%	Insufficient space in existing building
2	5.00%	Not enough land for expansion
2	5.00%	Parking issues
8	20.00%	Zoning and building regulations/permits
1	2.50%	Other

#### **58. Are you considering opening another branch, plant, office or store?**

4	8.00%	Yes
42	84.00%	No
4	8.00%	Not applicable

#### **59. When would you open another branch, plant, office or store?**

1	25.00%	Within 6 months
1	25.00%	Between 6-12 months
2	50.00%	Between 1-3 years

#### **60. Where would you open another branch, plant, office or store?**

3	75.00%	Elsewhere in this city
1	25.00%	Elsewhere in this county

## Ohio's Lake Erie Marina Industry –Business Retention & Expansion Program

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### **Count   Percent   Response**

#### **61. If expanding, do you face any constraints?**

2	20.00%	No constraints
6	60.00%	Need financial assistance
2	20.00%	Zoning and building regulations/permits

#### **62. Are you considering moving, closing or selling this business?**

1	2.08%	Considering closing
7	14.58%	Considering selling
40	83.33%	None of the above

#### **63. If you are considering moving, where would you move?**

1	50.00%	Outside this county, but in Ohio
1	50.00%	Outside Ohio, but in U.S.
2		

#### **64. When would you move, close or sell this business?**

1	12.50%	Between 6-12 months
6	75.00%	Between 1-3 years
1	12.50%	More than 3 years

#### **65. What impact would your plans for modernization, renovation, expansion, moving, closing or selling have on the number of employees in your current location?**

25	64.10%	No change
12	30.77%	Adds employees
2	5.13%	Reduces employees

#### **69. What is your company's primary geographic market?**

13	26.00%	Local
6	12.00%	Northwest Ohio
9	18.00%	Northeast Ohio
9	18.00%	North Central Ohio
8	16.00%	Statewide
4	8.00%	National
1	2.00%	International

#### **70. How long has this business been operating at your current location?**

3	6.00%	Between 1-5 years
1	2.00%	Between 5-10 years
46	92.00%	More than 10 years

## Ohio's Lake Erie Marina Industry –Business Retention & Expansion Program

### **Count   Percent   Response**

#### 71. Which of the following best describes your business?

3	5.56%	Publicly held (stock)
20	37.04%	Private
2	3.70%	Employee-owned
19	35.19%	Family-owned
6	11.11%	Nonprofit or not-for-profit
1	1.85%	Branch office of multi-unit firm
3	5.56%	Other

#### 72. What is the primary type of space your business occupies?

24	52.17%	Retail
12	26.09%	Office
3	6.52%	Industrial/manufacturing
7	15.22%	Warehouse

#### 73. Do you own or lease your space?

38	79.17%	Own
10	20.83%	Lease

#### 74. Have you renewed your lease at least once since establishing your business in this location?

10	71.43%	Yes
4	28.57%	No

#### 75. If yes, why?

2	12.50%	Price
8	50.00%	Location
2	12.50%	Amenities
2	12.50%	Quality of space
2	12.50%	Local community

#### Over the next three (3) years, do you think the following business factors will increase, stay the same, or decline?

##### 76. Number of customers

28	57.14%	Increase
18	36.73%	Stay the Same
3	6.12%	Decline

##### 77. Sales - Total revenue

32	65.31%	Increase
13	26.53%	Stay the Same
4	8.16%	Decline

## Ohio's Lake Erie Marina Industry –Business Retention & Expansion Program

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### Count   Percent   Response

#### 78. Profits

27	56.25%	Increase
17	35.42%	Stay the Same
4	8.33%	Decline

#### 79. Number of employees

15	30.61%	Increase
30	61.22%	Stay the Same
4	8.16%	Decline

#### 80. If you expect any of these business factors to increase or decrease, what are the principal reasons for the changes?

1	4.17%	Adding more services and products to attract a broader range of customers.
1	4.17%	AS clients increase, the need for additional salespeople and office staff will increase.
1	4.17%	consumer confidence seems to be on the rise. We are seeing more customers come through our doors. But their spending habits are still conservative.
1	4.17%	Customer service will increase our business
1	4.17%	Economy improvement
1	4.17%	economy will flex - then impact the bottom line.
1	4.17%	economy, effort by our staff, experience of staff
1	4.17%	fuel costs and general economy affect customer totals
1	4.17%	General market improvement - with focus on some additional services
1	4.17%	hopefully as the economy improves our business will pick up
1	4.17%	Increased boaters in the market
1	4.17%	lack of interest in boating, fuel prices
1	4.17%	local economy
1	4.17%	marketing
1	4.17%	marketing and working smarter
1	4.17%	more aggressive marketing; increased security on site.
1	4.17%	More income/profit when we sell out all of our dock space
1	4.17%	new business
1	4.17%	possible increase in profit due to new storage facility
1	4.17%	price increases to offset wage/tax increase
1	4.17%	progressive, proactive management; flexibility and adaptability of the business.
1	4.17%	rate increases
1	4.17%	the amenities provided
1	4.17%	weather!

## Ohio's Lake Erie Marina Industry –Business Retention & Expansion Program

### **Count   Percent   Response**

81. From your perspective as a businessperson, please rate the overall quality of life in your city/county:

8	16.33%	Excellent
27	55.10%	Good
13	26.53%	Average
1	2.04%	Poor

82. What aspects of quality of life would you like to see enhanced in your city/county?

9	20.93%	Shopping & Retail
4	9.30%	Restaurants
8	18.60%	Multi-Purpose Complex
3	6.98%	Children & Teen Activities
19	44.19%	Other

83. Do you feel your customers have an awareness or concern about environmental issues that affect Lake Erie?

23	46.94%	Yes
3	6.12%	No
23	46.94%	Somewhat

84. Do you live in the city/county you work in?

37	75.51%	Yes
12	24.49%	No

85. Which of the following promotional/marketing outlets have provided the best return for your advertising dollars?

5	4.63%	Newspapers
2	1.85%	Television
4	3.70%	Radio
22	20.37%	Internet
2	1.85%	Door to door (fliers)
1	0.93%	Telephone solicitation
38	35.19%	Word of mouth
16	14.81%	Boat/trade shows
13	12.04%	Social media
5	4.63%	Other

## Ohio's Lake Erie Marina Industry –Business Retention & Expansion Program

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<b><u>Count</u></b>	<b><u>Percent</u></b>	<b><u>Response</u></b>
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86. What organization(s) are you a member of and/or what certifications do you have?

3	3.09%	Association of Marina Industries
3	3.09%	National Marine Manufacturers Association
1	1.03%	National Marine Electronics Association
2	2.06%	American Boat Builders and Repairers
5	5.15%	Marine Retailers Association of the Americas
23	23.71%	Lake Erie Marine Trades Association
16	16.49%	Inter-Lake Yachting Association
6	6.19%	Greater Cleveland Boating Association
2	2.06%	American Boat & Yacht Council
1	1.03%	Certified Marina Operator
28	28.87%	Ohio Clean Marinas Program
7	7.22%	Other