



Hamilton County Office of Economic Development Community Corridor Study Scope of Services Summary

Corridor Study Design

In cooperation with local officials and a corridor study committee comprised of interested stakeholders, OED will complete the following tasks:

- Define the overall problems and issues faced by the subject corridor
- Determine the goals and objectives of the community and the committee as they relate to the corridor
- Conduct a SWOT analysis (determine the community's impressions of the strengths, weaknesses, opportunities and threats to each corridor)
- Recommend a project timeline and a meeting schedule to be approved by the community and committee

Existing Conditions Research

OED will gather and present data on the subject corridor in the following areas:

- Demographics
- Existing Land Use
- Zoning
- Physical Characteristics, Public Utilities and other Infrastructure
- Corridor Economic Overview

Some of this information will be given for the entire community and surrounding area to provide meaningful data.

Economic Orientation Analysis

OED will conduct an on-site corridor survey to gather detailed data on the types of businesses that fall within each corridor and their market orientation. A CAGIS map and spreadsheet will be completed displaying this data.

Competition Analysis

OED will identify regional competition for the businesses in the corridors and will provide an in-depth comparison of these competing areas, including land use surveys and GIS maps/spreadsheets.

Consumer Analysis

A detailed summary of the consumers in the local and regional markets will be compiled using OED's access to Claritas® demographic software.

Trend Analysis

A historical analysis of the different segments of the local and Greater Cincinnati economy will be documented (e.g. manufacturing, wholesale, retail, and service) using the most recent US Economic Census.

Underutilized Property Inventory

An inventory of the vacant and underutilized properties will be developed for the subject corridor. Specific site information will be collected and entered into a database for each site. This information will include land use, acreage, building square footage, building dimensions, utilities, infrastructure access, contact information, and other pertinent data.

Economic Impact Analysis

OED will compute the economic impact that each corridor land use activity has on the community. This information will include property taxes and income taxes; it will be developed using tax information provided by the local jurisdiction.

Business Retention Survey

OED will tailor a business retention survey specifically for the community and send this survey to the industrial, manufacturing, distribution and selected service businesses within the local jurisdiction. This process will include two mailings of the survey and follow-up post cards to elicit a good response rate (Based on past experience, OED would expect a response rate of approximately 50%). Background research will be conducted on the businesses before surveys are sent.

Once OED has received and analyzed the data from the responses, we will follow-up with any businesses requesting information, indicating problems, or planning an expansion or relocation. OED will also interview a sample of companies that have left the community to determine the reasons for their departure.

A summary and analysis of the survey responses will be provided in the final report.

Corridor Recommendations

OED will analyze all the data collected, including community input, and will provide recommendations to the community in order to address specific problems or take advantage of specific corridor opportunities.

GIS Mapping

OED will prepare CAGIS maps that detail selected sets of information for the corridor and surrounding area. A majority of the Claritas demographic data will also be graphically represented by utilizing CAGIS mapping software.

Meetings

OED will typically conduct four committee meetings per corridor to present findings and receive input from the community.

Web Site Access

If the community would like the information on the corridor study accessible by the Internet, OED will provide an executive summary or other related reports that would be accessible through our web site (www.hcdc.com) or the community's web site.