



CANTON **REGIONAL**<sup>SM</sup>  
CHAMBER OF COMMERCE

# Canton's Assets

## ▶ A Guide to the Value of a Community

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*Prepared by the Canton Regional Chamber of Commerce*

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## ► **Infrastructure & Transportation** [Top](#)

**First-class transportation and infrastructure support connects Canton to the whole of the U.S. via rail, air and highway.**

- Akron-Canton Airport's investment in CAK 2018, a \$110 million, 10-year capital expansion plan for terminal and airfield, will allow [non-stop travel to any continental U.S. destination](#), Mexico or the Caribbean.
- Approximately [\\$500,000,000](#) has been invested in the widening of Interstate 77 between Stark and Summit Counties, and as many as 80,000 vehicles travel this corridor daily. One of our two national highways, U.S. Route 30, was recently improved to Trump Avenue.
- Our county is served by two Class I rail systems and a regional railroad, linking us with [every major city in the United States](#). In addition, Cuyahoga Valley Scenic Railroad is one of the longest excursion railways in the country.
- Canton is home to North America's largest independent fuels delivery carrier, Kenan Advantage Group. In 2006, KAG [delivered 20 billion gallons of refined petroleum products](#) and is six times larger than any competitor.

## ► **Education** [Top](#)

**Canton is an educational hub equipped to sustain the growing need for an educated workforce now and in years to come.**

- [Stark State College of Technology](#) is ranked the seventh fastest-growing college of its size by the U.S. Dept. of Education, and is the largest technical college in Ohio, enrolling more than 8,000 students.
- [Walsh University](#) has grown to more than 2,800 students and has invested in campus expansion, including a new campus center, residence halls, chapel, athletic facilities and The Timken Natural Science Building, featuring a bioinformatics lab (one of only seven in the country).
- [U.S. News & World Report](#) has ranked [Malone College](#) among the top colleges and universities in the Midwest, and Malone had 613 undergraduate and graduate students graduate in 2008.
- [Kent State University Stark Campus](#) serves more than 10,000 students each year and is Kent State's largest regional campus. In 2009, the campus will break ground for a new science building, a \$10.5 million, 30,000 square foot, state-of-the-art facility designed to provide additional teaching and research laboratories to support the campus' mission of equipping more scientists and science educators.
- [Mount Union College](#) has been recognized by [U.S. News & World Report](#) for 16 consecutive years as a top 20 most-comprehensive college in the Midwest, and will welcome a record incoming class this fall of more than 725 students!
- Home to 17 public school districts and 29 parochial/private schools, Stark County educates more than 70,500 students per year.



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- In 2007, 13 of the 17 Stark County school districts exceeded the State's goal of 90% high school graduation – 12 of which exceed 95%. Eight of the schools have had greater than 95% graduation rate for the past four years or more.
- Stark Education Partnership, a privately funded research organization based in Canton, is a statewide leader in educational collaboration and reform.

## ► **Employment & Workforce Development** [Top](#)

**Stark County is brimming with available jobs – a strong indication of economic growth and development for our city.**

- The Employment Source, an innovative public sector human resource and job placement organization serving Stark County, announces [804 current job openings county-wide](#), a positive, fluid number that has grown through companies adding jobs.
- Canton is committed to the attraction, retention and engagement of young professionals for a diverse, sustainable workforce and has invested in [ystark!](#), the young professional group affiliated with the Canton Regional Chamber of Commerce. [ystark! is 800 members strong and growing.](#)
- Leadership Stark County is preparing to welcome its 22<sup>nd</sup> class, and [more than 690 individuals have completed the program since its inception](#). 85 percent of the graduates still reside in Stark County. Graduates are serving various roles at more than 250 local non-profit organizations.
- Between 2000 and 2004, there was a 30% increase in the number of new business starts in Stark County. In 2006, there were 822 new business starts, compared to the 7,830 active businesses in the county.



► **Economic Development** [Top](#)

**Area business viability more than demonstrated by more than \$800 million in investments and job creation.**

- Canton/Massillon recognized as the **#1** mid-size metro for business recruitment and attraction in *Expansion Management's* 2007 Top Cities for Business Attraction study.

| Company                      | Description   | Investment    | Jobs     |          |          |
|------------------------------|---|---------------|----------|----------|----------|
|                              |   |               | New      | Retained | Total    |
| Marathon Petroleum Company   | Capital upgrade and new processing unit             | \$180,000,000 | -        | 354      | 354      |
| Hercules Redevelopment       | Major redevelopment; creation of mixed use facility | \$179,000,000 | -        | -        | N/A      |
| Akron Canton Airport         | Capital investment to expand terminal and airfield  | \$110,000,000 | -        | -        | N/A      |
| Shearer's Foods              | First LEED Gold Certified food plant in Ohio        | \$66,500,000  | 181      |          | 181      |
| The Timken Company           | Capital upgrade to Harrison Steel Plant             | \$60,000,000  | -        | 100+     | 100+     |
| Aultman Hospital             | Aultman 2010 Project 338,000 sq. ft. addition       | \$57,000,000  | -        | -        | N/A      |
| Republic Engineered Products | New caster equipment                                | \$54,000,000  | -        | 540      | 540      |
| Mercy Medical Center         | New Intensive Care Unit                             | \$25,000,000  | -        | -        | N/A      |
| Specialty Metals Producer    | New equipment and addition                          | \$18,000,000  | -        | -        | 82       |
| Hydrodec                     | New company in Canton                               | \$12,000,000  | 65       | -        | 65       |
| Sonoco Phoenix               | New equipment                                       | \$6,000,000   | 12       | 70       | 82       |
| Helios                       | Capital investments                                 | \$4,500,000   | 80       | -        | 80       |
| Hendrickson Suspensions      | Manufacturing equipment investment                  | \$4,500,000   | 40       | -        | 40       |
| Abbott Electric, Inc.        | Refurbishing building in Canton with State grant    | \$3,400,000   | -        | 100+     | 100+     |
| Cooper Fire Arms of Montana  | New manufacturing operation                         | \$1,500,000   | 40       | -        | 40       |
| C and D Machine              | New location  | \$600,000     | 10 to 15 | -        | 10 to 15 |
| Cleveland Oak                | New equipment                                       | \$100,000     | -        | -        | 16       |
| Sonoco Products              | Relocating manufacturing back from overseas         | N/A           | 20 to 25 | -        | 20 to 25 |
| Broad Trucking Company       | Relocation to larger facility                       | N/A           | -        | 19       | 19       |
| Drummond Uniform Service     | Relocation after fire                               | N/A           | -        | 15       | 15       |
| Rolls Royce Fuel Cells, Ltd. | Established operations in Canton                    | N/A           | -        | -        | N/A      |

**Total Investments and Jobs    \$782,100,000    458    1198    1573**

In addition to the above companies, several other Canton companies and organizations have made **combined investments of \$23.5 million**, created and retained a total of **519 jobs**.



## ► **Manufacturing** [Top](#)

### **Small manufacturers and Fortune 500s alike call Canton home.**

- The Timken Company, with 2007 sales of greater than \$5.2 billion and more than 25,000 employees in 27 countries, is centered in Canton.
- Manufacturers represent prime jobs in Canton. Of the top 30 employers in Stark County, 10 are manufacturers, bringing a combined 9,255 jobs to the area.
- The SYNCHRONIST business research program has conducted 40 in-depth interviews with area manufacturers. According to the research, 902 employees have been added in the last three years, and almost half of those interviewed plan to expand through 2010 with an estimated combined investment of \$51.2 million.

## ► **Travel & Tourism** [Top](#)

### **World-class, one-of-a-kind events and venues make Canton a true travel and tourism destination.**

- Stark County is home to NATIONALLY known venues like the Pro Football Hall of Fame, First Ladies' National Historic Site and the Wm. McKinley Presidential Library & Museum along with many other museums and entertainment attractions.
- Our area had approximately 2.5 million visitors last year – the equivalent of \$901 million in business activity for Stark County.
- The Pro Football Hall of Fame Enshrinement Festival has more than 700,000 attendees over 10 days for the national event, planned and staged with the help of more than 4,200 community volunteers, and producing an economic impact of more than \$27 million on the Canton/Stark County area.
- The Pro Football Hall of Fame Enshrinement Festival occurs concurrently with the World Golf Championship Bridgestone Invitational – no where else in the country do two world class sporting events occur simultaneously just a few miles apart.
- The Pro Football Hall of Fame recently launched a 5-year, national fundraising campaign to make more than \$60 million in improvements to the Hall. \$13 million has been raised to date. More than 8 million fans have visited the Hall in its 45 year history.
- Stark County plays host to the Ohio High School Athletic Association's State Football and State Swimming and Diving Championships. We offer a variety of athletic facilities and venues to accommodate all athletic events.
- In the summer of 2009, USA Football in association with the International Federation of American Football, will host the IFAF Junior World Championship in Canton, Ohio, the first time it will occur in the United States. Eight teams from around the world, likely including Japan, Germany, Sweden, France, Canada and Mexico, will compete in historic Fawcett Stadium.



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- As "Ohio's Golf Capital," we have 21 of the finest, competitive public and private golf courses anywhere.

### ► **The Arts** [Top](#)

**With a fully-funded County Arts Council, once-in-a-lifetime exhibit coming in 2009 and the emergence of dozens of artists downtown – Canton has cornered the market in creativity.**

- *ArtsinStark*, the County Arts Council, provides \$1 million in grants annually to more than 75 non-profits in the area, develops public art projects that revitalize downtowns and neighborhoods; funds partnerships between schools and arts organizations. Last year, the Fund for the Arts raised \$1.35 million dollars.
- Canton has three art galleries, 22 artist studios and 35 pieces of public art. Each month, thousands of residents enjoy a downtown "First Friday" arts festival, with live music, food and art activities sponsored by ArtsinStark and the Downtown Canton Special Improvement District.
- *Kimono as Art: The Landscapes of Itchiku Kubota* will feature forty oversized kimono created by Master Kubota. Kimono will tour the United States for six months with only two stops: San Diego, California and Canton, Ohio.

### ► **Philanthropy** [Top](#)

**Canton prides itself on the charity of its people and the generosity of its organizations.**

- Stark County has a multitude of large, private foundations and 501c(3) public charity foundations that in aggregate, have endowed assets of \$709 million and make annual charitable grants of more than \$35 million.
  - Aultman Health Foundation
  - Austin-Bailey Health & Wellness Foundation
  - Deuble Foundation
  - Flowers Foundation
  - Greater Alliance Foundation
  - Health Foundation of Greater Massillon
  - The Hoover Foundation
  - The Paul & Carol David Foundation
  - Fred F. Silk Charitable Foundation
  - Sisters of Charity Foundation of Canton
  - Stark Community Foundation
  - Timken Foundation of Canton
- The above foundations do not include corporate foundations or corporate giving programs, or charitable sponsorships by corporations and hospitals, which yield an additional \$2 to \$3 million annually.



### ► **Healthcare** [Top](#)

**Four state-of-the-art hospitals and healthcare systems provide more than 9,500 jobs locally.**

- Aultman Hospital has added a new 338,000 sq. ft. expansion as part of their Aultman 2010 project. The expansion includes new heart and birth centers. The total capital investment for the project is estimated at \$57 million.
- Mercy Medical Center has added a new Intensive Care Unit with a capital investment of \$25 million.

### ► **Sustainability & the Environment** [Top](#)

**Canton is implementing *Roadmap to Sustainability*, a comprehensive research and recommendation report prepared by MIT in 2007, as an action plan for Canton to become one of Ohio’s most sustainable cities.**

- The city is currently conducting energy audits of Canton municipal buildings, utilities and fleet vehicles in order to assess the environmental impact on our area.
- A [curbside recycling program](#) was implemented last month throughout the City of Canton, collecting recyclable materials from any resident of the city, upwards of [25,000 households](#).
- The Air Quality Index for the City of Canton, developed by Environmental Protection Agency, is low – never exceeding “moderate” quality (a rating of no greater than 100 on a 0-300+ scale) in 2008 and only exceeding “moderate” a single day in 2007.
- Shearer’s Foods, located in Stark County, recently announced plans to build the state’s first LEED Gold Certified Food Manufacturing plant. The investment will add 181 jobs.

### ► **Dining, Shopping, Entertainment** [Top](#)

**A selection of more than 200 culinary choices, 3 large-scale shopping complexes and an endless array of cultural, athletic and outdoor entertainment options.**

- The county has [more than 1,600 restaurants](#), including a mix of fine dining establishments, mom-and-pop favorites, chain staples and quick-service locations.
- The area has 3 large shopping complexes which contribute to the [total of 60+ retail stores](#).
- The county has almost [100 area attractions](#), a championship-winning arena football league, the Canton Legends, and a [33,000 square foot cultural center](#) that entertains with fine and performing arts year round.
- As Canton undergoes a downtown revitalization, a major redevelopment, pegged at almost \$180 million, will occur on the site of the Hercules Motor Company Factory. [The once-thriving Hercules factory is being reimagined as a place for shopping, eating, living, working and relaxing.](#)



## ► **Canton Community and Quality of Life** [Top](#)

**With historic districts, 47 neighborhood associations, a cost of living below the national index and high home-value purchasing power, Canton is a place it makes sense (and cents!) to call home.**

- Stark County's poverty rate dropped from 12% in 2006 to 10.67% in 2007. Stark County has the [13<sup>th</sup> lowest poverty rate](#) among Ohio's 88 Counties.
- Downtown Canton currently has 28 restaurants, 3 art galleries, 22 artist studios and more than 8,000 employees.
- Capital investments are revitalizing the city with \$51 million invested in 2006 alone, and plans for a total of \$220 million to be invested from 2007 through 2010.
- Almost [75% of the combined 1.8 million sq. ft. of retail and office space](#) in downtown Canton is currently leased.
- Canton residents enjoy high home purchasing power – the [median price of a 3-bedroom home in Canton is \\$161,504](#).
- The city boasts three large-scale downtown events for Canton residents, including the Canton Blues Fest, Zing in the City and Light Up Downtown, along with dozens of smaller festivals.



## DOWNTOWN CANTON INFORMATION

- ▶ Canton is county seat for Stark County
- ▶ Downtown daily work force (central business district): 8,100

▶ Downtown office/retail:

|                       |                        | <u>Leased</u> |
|-----------------------|------------------------|---------------|
| Class A office/retail | 950,570 sq. ft.        | 87%           |
| Class B office/retail | 307,970 sq. ft.        | 85%           |
| Class C office/retail | <u>450,376 sq. ft.</u> | 39%           |
|                       | 1,790,316 sq. ft.      | 74%           |

▶ Downtown Capital Investment:

|                         |               |          |           |
|-------------------------|---------------|----------|-----------|
| Past projects           | \$19,800,000  | sq. ft.: | 186,000   |
| Recent projects         | \$51,250,000  | sq. ft.: | 556,000   |
| Current/future projects | \$233,800,000 | sq. ft.: | 1,094,000 |
| Total (2000-2010)       | \$304,850,000 | sq. ft.: | 1,836,000 |

▶ Downtown traffic counts

|                   |        |
|-------------------|--------|
| Market Avenue     | 11,000 |
| Cleveland Avenue  | 9,000  |
| Tuscarawas Street | 15,900 |

- ▶ 28 Restaurants
- ▶ 3 art galleries
- ▶ 22 artist studios
- ▶ 35 pieces of public art

▶ Major employers downtown:

|                               |       |
|-------------------------------|-------|
| Stark Co. government          | 1,292 |
| City of Canton government     | 484   |
| Nationwide Insurance          | 750   |
| Huntington Bank               | 150   |
| Timken Company                | 220   |
| Aultcare                      | 101   |
| The Repository                | 348   |
| Canton City Schools           | 117   |
| American Electric Power       | 305   |
| Hilscher-Clarke Electric      | 200   |
| Standard Plumbing & Heating   | 200   |
| Trillium                      | 160   |
| Stark County District Library | 150   |



## DOWNTOWN CANTON DEVELOPMENT

| Past Building Projects |                     |                |                 |
|------------------------|---------------------|----------------|-----------------|
| PROJECT                | COST                | SIZE           | COMPLETION DATE |
| Millennium Center      | \$7,000,000         | 80,000         | 2000            |
| 401 Building           | \$5,000,000         | 48,000         | 2001            |
| Webster Square         | \$2,800,000         | 16,000         | 2004            |
| Northmark Building     | \$5,000,000         | 42,000         | 2005            |
| <b>TOTALS</b>          | <b>\$19,800,000</b> | <b>186,000</b> |                 |

| Recent Building Projects |                     |                |                 |
|--------------------------|---------------------|----------------|-----------------|
| PROJECT                  | COST                | SIZE           | COMPLETION DATE |
| Foundations Center       | \$3,250,000         | 24,000         | 2006            |
| 555 Market Avenue North  | \$3,500,000         | 32,000         | 2006            |
| Chase Tower/Canton Club  | \$5,500,000         | 100,000        | 2006            |
| Timken H.S. Campus       | \$39,000,000        | 400,000        | 2006            |
| <b>TOTALS</b>            | <b>\$51,250,000</b> | <b>556,000</b> | <b>2006</b>     |

| Current/Future Building Projects |                      |                  |                 |
|----------------------------------|----------------------|------------------|-----------------|
| PROJECT                          | COST                 | SIZE             | COMPLETION DATE |
| Metropolitan Center              | \$8,600,000          | 65,000           | 2007/2008       |
| City Center Tower                | \$8,200,000          | 252,000          | 2007/2008       |
| Onesto Hotel                     | \$6,000,000          | 80,000           | 2009            |
| United States Federal Building   | \$26,000,000         | 50,000           | 2009            |
| NRP Elderly Project              | \$7,000,000          | 47,000           | 2009            |
| Hercules Project                 | \$178,000,000        | 600,000          | 2010            |
| <b>TOTALS</b>                    | <b>\$233,800,000</b> | <b>1,094,000</b> |                 |
| <b>GRAND TOTAL</b>               | <b>\$304,850,000</b> | <b>1,836,000</b> |                 |