

2020 MUSKINGUM COUNTY COMPREHENSIVE PLAN

Compiled by: Muskingum County Planning Commission

Commercial, Industrial & Retail Report

Commercial, Industrial and Retail Development Task Force Report

Introduction

Historically, the Muskingum County economy has been linked to natural resource-based businesses (mining, oil & gas extraction and clay for local potteries). The local economy has diversified in the past few decades to include manufacturing, service, healthcare, distribution and a regional retail hub that generates significant tax revenue for county government. Macro-economic trends, local conditions, access to transportation networks, proximity to markets, and available and skilled workforce effect the business environment of Muskingum County and its ability to retain and attract employers and investment.

Land Plan

Located in the foothills of the Appalachian Mountains, Muskingum County land use has evolved over time. Rolling hills and topography, with a major river bisecting the county north to south, provides both opportunities and challenges for development and land use. Figure 1 (County Land Cover) indicates that from 1982 to 2002, 17,800 additional acres have been converted to urban land use representing a 0.04% change. While seemingly insignificant, this transition from rural to urban indicates that development continues to push out of current central urban areas and create new housing/retail commercial and industrial areas, while other older areas continue to deteriorate. Local public and private sector leaders should continue to evaluate investment opportunities to revitalize older areas experiencing decline to offset sprawl and mitigate blight.

A map titled “Current Land Use for Taxation” is presented at the end of this report showing the generalized land use pattern of Muskingum County. It is based on available land use information, including GIS maps, Zanesville planning studies, and local knowledge. Its accuracy is only meant to be reliable for general regional planning.

Generally, it shows a pattern of urban land use heavily concentrated in the central portion of Muskingum County, but radiating out along several roads and highways. There are also several relatively small urban land use concentrations, typically villages, scattered throughout the county at rather wide intervals. Public recreation and conservation areas, mining, woodlands and farming all consume major portions of the dominant open area use of the county.

Figure 1: County Land Cover

Year	Total Acres	Urban Land	Forest Land	Farm Land	Crop Land	Pasture Land
1982	430,300	26,900	169,000	205,000	91,400	113,600
1987	430,300	28,400	208,700	163,800	88,400	75,400
1992	430,300	31,000	208,500	169,200	97,100	72,100
1997	430,300	36,100	212,600	156,800	89,700	67,100
2002	430,300	44,700	221,600	190,900	95,500	95,400

Source: Natural Resource Inventory, Ohio Department of Development, Natural Resources Committee Report

Back to the Future

Previous Comprehensive Plans (1974 & 2008) identified six areas of land use that continue to present opportunities and challenges today. While some progress has been made (access to commercial development, for example) much remains to be addressed. Better county-wide development controls and potential expansion of zoning in unincorporated areas could address some of these issues and should be considered. As stated in the 1974 Plan, in order to attack these complex and interrelated problems, communities need coordinated and comprehensive solutions. Previous plans identified six problem areas that needed addressed then, and these areas are still appropriate to evaluate today: Strip commercial and residential development, Indiscriminate land use mixtures, Suburban sprawl, Lack of appropriate industrial sites, Lack of stability and growth in the outlying villages, Obsolescence and deterioration in central city areas.

These issues are not unique to Muskingum County, but are present nonetheless.

There has been progress with better planning regarding **Strip commercial and residential development**, specifically access points and traffic flow. The North Pointe development is a primary example of this but problems persist in some areas and should continue to be a focus of planning efforts. Additional controls normally result in better designed projects and land use.

Residential Development – Since 2000, the county population has increased 2% which is less than a similar period in the previous Plan (8.6% from 1970 to 2000) Housing units in Muskingum County increased 18% in the past 10 years as compared to 33% in the 1970 - 2000 time frame. These numbers seem to indicate that residential development has slowed in the

past decade which tracks the slower population growth in the previous Plan. Despite slower growth, controls for access and infrastructure continue to have value for additional development. The City of Zanesville has made more progress with controls than in the outlying County areas.

Indiscriminate land use mixtures are often acceptable when first developed, but lead to an early decline of the neighborhood. For example, residential development mixed with or nearby to industrial or heavy commercial uses is constructed with adequate standards and can be quite desirable as a place to live for several years. However, as the commercial or industrial related traffic increases, smoke, noise, or other problems occur, and new housing opportunities are realized in better locations, housing and neighborhood maintenance begin to decline and the area deteriorates prematurely. Likewise, the industries or commercial establishments themselves suffer from lack of space for expansion, neighborhood opposition, traffic conflicts, and other problems. Land use compatibility is a tricky relationship, especially with our rapidly changing ways of life and uses of land. There has been limited progress made in this area over the last 30 years. However, three townships did enact Township Rural Zoning (see map “Zoning of Muskingum County”).

Suburban sprawl typically is an issue in fast growing urban communities but it can be a problem in any area. Suburban development seems so much more desirable than living in a crowded city that its problems are frequently overlooked. One of its problems with special relevance to the county is its rapid consumption of land. Muskingum County has a very scarce supply of suitable land for urban or suburban development nearby its cities, town, and growth areas. Frequently, the first wave of suburban development in an area uses up the best land at very low densities because of no centralized sewer and water systems. By the time sewer and water are provided, service is uneconomical and remaining development opportunities are very limited. Unfortunately, we have seen little progress in the past decade addressing this issue. While the slower growth of residential units and development has mitigated this issue somewhat, it is still a concern and a better planning process may address in the future. For example, water and sewer could be extended prior to residential development in order to guide the development, not react to it.

Perhaps the most success in the county over the past 45 years, since the adoption of the first Comprehensive Plan identified a lack of appropriate **industrial sites**, has been the development of sites for economic and industrial development. In 1974, the North Pointe Industrial Park (formerly Zanesville Industrial Park or ZIP) was the prime location for potential industrial/economic development. Today, we have seen 4 additional parks in varying stages of development, from near capacity to early stage infrastructure engineering. North Pointe has seen Kellogg's and Patriot Stainless and Welding locate with other businesses developing

parcels. Airport Industrial Park has seen several companies invest in facilities. East Pointe's 1500 acres are near capacity with over 2000 employees working in the Park. The Port Authority, with the City of Zanesville and Muskingum County's help, has purchased and is developing the National Road Business Park, 200 acres adjacent to U.S. 40 near the Airport Exit off I-70. The Longaberger Manufacturing Campus near Frazeyburg has transitioned into the East Central Ohio Business Park (ECO Park) home to 5 businesses with employment opportunities for area residents. Local leaders should be aware that the need to access public utilities (water, sewer primarily), at the ECO Park is an issue that may need to be addressed in the future for the Park and employers to remain viable. While local leaders should rightly feel good about this success, the community should not neglect to continuously plan for future industrial site development.

The initial Comprehensive Plan identified the **lack of stability and growth in the outlying villages** as a special problem in the county. While there are unique issues that small villages in rural areas face, especially in Appalachia (mostly adequate revenues for services), the villages in Muskingum County have made significant progress in developing utilities, infrastructure improvements, residential development and general aesthetic enhancements. South Zanesville, New Concord, Dresden, and Frazeyburg have made the most progress in this area over the last 10 years. Each has done it a little differently, and each has seen improvement in population, housing units, and improvement and enhancements to the look and feel of their communities.

Obsolescence and deterioration in central city areas was identified by the initial plan as a serious concern, and this was before the development of the mall on north Maple Avenue resulting in a significant transformation of downtown Zanesville. In the following four and a half decades, much progress has been made revitalizing the community's central core including street-scaping, infrastructure enhancements, significant business investment, Welcome Center design and development, the library, the Corridor Plan, modest Riverfront development (Zane's Landing Park and Canal improvements are commendable but we should recognize the great untapped resource of the Muskingum River for residential and commercial development), the Artists' Colony and many other investments have resulted in a transformed downtown. While it will most likely never be a retail hub rivaling earlier days, downtown Zanesville is very different than 1974 and much more opportunity exists for additional progress.

Local Assets

The previous Plan articulated and listed local assets, which most remain relevant today:

1. I-70 and all the potential customers/clients, future business owners, and future residents running through the heart of our county. Location...location...location...with I-77 just twenty

minutes east and I-71 fifty minutes west, and the second East-West roadway (SR 161/37/16) from Columbus to I-77 thirty minutes north almost completed.

2. Muskingum River Parkway, two State Parks, three wildlife areas, a county Park District, walking/bike trail, and City Parks provide a multitude of recreational opportunities, as well as seven golf courses and abundant hunting and fishing areas.
3. Modern small airport.
4. Locally owned radio and TV stations.
5. Secrest Auditorium – 1,800 seats.
6. Outstanding regional medical center serving the six-to-eight county area.
7. Good base of manufacturing firms.
8. Port Authority – a city/county partnership successfully working on economic development.
9. Active Chamber of Commerce, Convention Visitors Bureau, Zanesville Downtown Association and Muskingum Growth Partnership in place and collaborating.
10. Active Convention Facilities Authority in place and functioning.
11. Active Transportation Improvement District.
12. When you put together #8, 9, 10, and 11 (in one location), you get a Welcome Center that other communities envy!
13. Collaborative spirit between city/county Government.
14. First-class higher education and training centers – Ohio University-Zanesville, Zane State College, Mid-East Career and Technology Center, Muskingum University.
15. Muskingum County Community Foundation.
16. The Wilds.
17. Outstanding surrounding villages: Dresden, New Concord, South Zanesville, Frazeytsburg, Adamsville, Philo, Fultonham, Norwich & Gratiot
18. Zane's Landing and Lorena Sternwheeler.
19. Recognized Zanesville Art Center and active local Artisan Colony.
20. Beautiful Y-Bridge.
21. National Road / Zane Grey Museum.
22. John & Annie Glenn Museum.
23. The National Ceramic Museum.
24. Local potteries and a renowned pottery heritage.

Muskingum County is very fortunate to have all of these things in place—a wonderful foundation to build on. Best of all, we have great people, with a strong work ethic and cooperative spirit.

Our goal is to create a dynamic future for our communities, our county, and our region.

Population Trends
Figure 2

Ohio and Muskingum County Population by Year, Actual and Estimated

Year	Ohio	County	Year	Ohio	County	Year	Ohio	County
1790	0		1880	3,198,062	49,774	1970	10,657,423	77,826
1800	45,365		1890	3,672,329	51,210	1980	10,797,603	83,340
1810	230,760	10,036	1900	4,157,545	53,185	1990	10,847,115	82,068
1820	581,434	17,824	1910	4,767,121	57,488	2000	11,353,140	84,585
1830	937,903	29,334	1920	5,759,394	57,980	2010	11,539,282	86,215
1840	1,519,467	38,749	1930	6,646,697	67,398	<i>2020</i>	<i>11,781,142</i>	<i>86,944</i>
1850	1,980,329	45,049	1940	6,907,612	69,795	<i>2030</i>	<i>12,116,722</i>	<i>88,954</i>
1860	2,339,511	44,416	1950	7,946,627	74,535			
1870	2,665,260	44,886	1960	9,706,397	79,159			

Italics = Estimates

The Changing Economy

Private sector business investment in Muskingum County has been on the increase since approximately 1980. Aggressive attraction efforts, homegrown success stories, and substantial public infrastructure investments have all contributed to positive growth.

In the 1970s, 16 firms with over 100 employees were operating in Muskingum County. In 2008 that number grew to 20 companies and today it has increased to 25 employers with more than 100 employees. However, during that timeframe there have also been substantial business closings in certain industries. Several major employers have eliminated or reduced their local presence in the last 35 years. However, as evidence of the resilience and diverse local economy, the community has absorbed these losses without any appreciable long term adverse effect. In fact, unemployment in the summer of 2019 is at near historic lows and employers are seeking qualified employees in many sectors.

Figure 3: Unemployment 2007 – 2019 (Seasonally Adjusted)

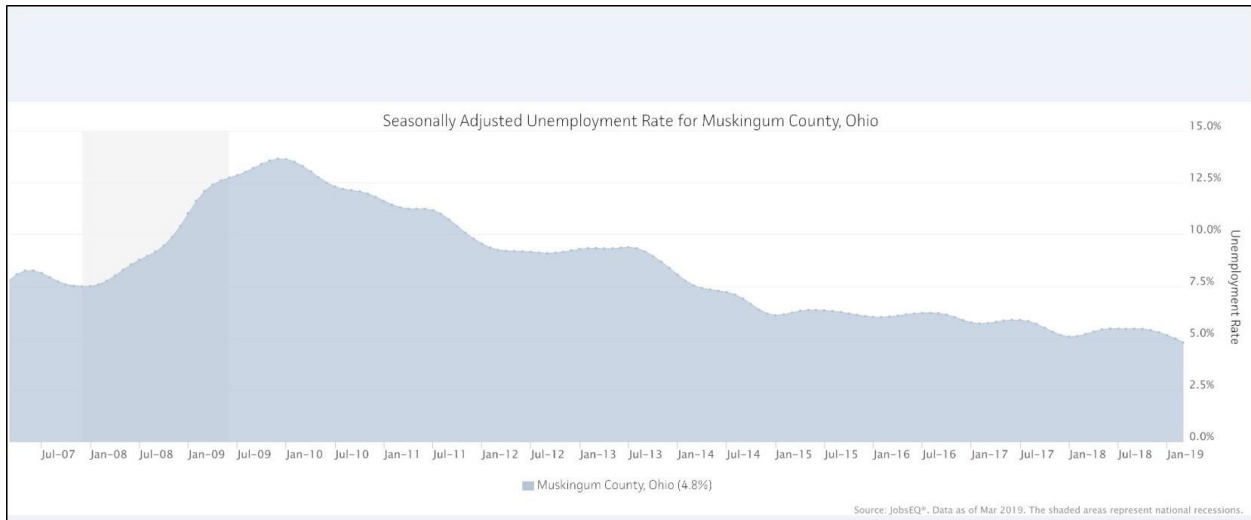


Figure 4: Muskingum County Workforce by Occupation, Industry and Class
Civilian employed population 16 years and over

OCCUPATION	NUMBER	PERCENT
Management, professional, and related occupations	10,940	30.4%
Service occupations	5,592	15.6%
Sales and office occupations	9,347	26.0%
Farming, fishing, and forestry occupations	69	0.1%
Construction, extraction, maintenance and repair occupations	4,244	11.8%
Production, transportation, and material moving occupations	5,742	15.8%
TOTAL	35,936	100.0%

SOURCE: JobsEQ, Data as of 2019Q1

INDUSTRY	NUMBER	PERCENT
Agriculture, forestry, fishing and hunting, and mining	909	2.5%
Construction	1,596	4.4%
Manufacturing	2,926	8.1%
Wholesale trade	856	2.3%
Retail trade	5,177	14.4%
Transportation and warehousing, and utilities	2,436	6.7%
Information	739	2.0%
Finance and insurance, and real estate and rental and leasing	1,082	3.0%
Professional, scientific, and management, and administrative and waste management services	2,607	7.6%
Educational services, and health care, and social assistance	10,721	29.8%
Arts, entertainment, and recreation, and accommodation, and food services	4,032	11.2%
Other services, except public administration	1,820	5.0%
Public administration	1,026	2.7%
TOTAL	35,936	100.0%

SOURCE: JobsEQ, Data as of 2019Q

CLASS OF WORKER	NUMBER	PERCENT
Private wage and salary workers	33,325	86.8%
Government workers	3,449	9.0%
Self-employed workers in own not incorporated business	1,536	4.0%
Unpaid family workers	279	0.2%
TOTAL	38,393*	100.0%

SOURCE: American Fact Finder, 2017

Muskingum County is home to over 2,000 non-farm business enterprises, up from 1,900 in 2005. While the county's business mix has trended toward the service and retail sectors mirroring Ohio, there is a significant presence of manufacturing and distribution in the county.

County sales tax revenue has steadily increased in the past 15 years from \$13 million in 2002 (\$159 per capita) to \$20 million (\$230 per capita) in 2018 evidence of the community being a major regional retail hub and generating important revenue for local government to provide important services. In fact, Muskingum County ranked 11th in the State of Ohio and exceeded the state average of \$216 per person. The county sales tax rate of 1.5% has been unchanged for the past decade and equal to that of 22 other Ohio counties.

The unemployment rate in Muskingum County has steadily declined over the past decade from 7.8% in 2007 to 4.8% in March of 2019 slightly below the Ohio average of 4.1%.

Also, per capita income in Muskingum County increased from \$12,264 in 1986 to \$26,105 in 2006 to \$39,388 in 2017. Despite this steady increase, Muskingum County continues to trail the Ohio per capita income of \$46,710.

Figure 5: Muskingum County Major Employers

Employer	1970	2000	2005	2008	2019
5 B's		X	215	210	195
AK Steel	X	X	198	216	175
American Electric Power					42
Autozone		X	660	600	648
AVON				450	318
Ballas Egg					80
Benco (formerly Nestle Purina)					120
Bimbo Bakery		X	n/a	350	321
Casting Solutions (formerly Burnham)	X	X	190	162	110
City of Zanesville	X	X	390	305	317
Conns Potato Chips					80
Continuing Healthcare Solutions (formerly Zandex)		X	1,100	1,017	750
Creative Packaging					64
DK Manufacturing					100
Dollar General			861	846	679
Economy Linen					154
Fanatics					350
Genesis Healthcare System	X	X	3,150	3,342	2,800
Halliburton					1,166
Kellogg's			185	185	300
Mattingly Foods	X	X	270	248	59
Muskingum University	X	X	350	345	450
Muskingum County	X	X	1,082	1,080	914
Owens-Illinois, Inc.		X	330	358	363
Plaskolite					150
Producers Services					125
Shelly & Sands	X	X	500	500	500
Shelly Materials					119
Sidwell Materials					150
Stewart Glapat	X	X	n/a	n/1	60
Time Warner				425	508
Zanesville City Schools	X	X	n/a	n/a	450

Geography

Muskingum County's businesses are concentrated in the central part of the county, in and around Zanesville, which is by far the largest city in the county. Like most communities, Muskingum County has seen this area spread outside of the city boundaries, following a national trend that began in the 1950's. There are also substantial concentrations of businesses located in villages such as Dresden, Fazeysburg, South Zanesville, New Concord, Philo, Duncan Falls, Adamsville, and Chandlersville. Industrial and distribution development in recent years has been focused in three publicly owned business parks, East Pointe, North Pointe, and Airport with a number of firms occupying vacant space at the ECO Park. From a retail/service standpoint, development has occurred along major transportation arteries including Interstate 70, State Route 60 North (Maple Avenue) and US Route 22/93 South (Maysville Pike). There are of course exceptions to these rules with major employers and small businesses located throughout the city and county.

The county's largest private employer, Genesis Healthcare System, is located in Zanesville, while the second largest private employer, Halliburton is located at East Pointe. In terms of land use, businesses occupy a small percentage of the acreage in Muskingum County.

Regional Center

Muskingum County is a regional center for parts of eastern and southeastern Ohio. Residents of other nearby counties, primarily to the north, east and south, frequently access destinations in the county for business services, retail shopping, health care, financial services, and for employment as a whole.

Retail sales in the county increased from \$900,000,000 (\$10,640 per capita) in 2002 to nearly \$1.2 billion (\$13,006 per capita) a decade later. That resulted in a per capita retail sales figure that slightly exceeds the state average.

Commuting pattern studies demonstrate that Muskingum County sees a slight positive net in the number of people who commute to Muskingum County versus the number that leave each day for work.

Figure 6: Commutation Patterns (2018)

Where County Employees Live		Where County Employees Work	
Total	100%	Total	100%
Muskingum County, OH	52.5%	Muskingum County, OH	76.1%
Perry County, OH	3.7%	Franklin County, OH	5.9%
Licking County, OH	3.2%	Licking County, OH	4.1%
Guernsey County, OH	2.5%	Guernsey County, OH	2.3%
Franklin County, OH	1.4%	Fairfield County, OH	1.2%
Morgan County, OH	1.3%	Perry County, OH	1.0%
Coshocton County, OH	1.2%	Coshocton County, OH	0.8%
Fairfield County, OH	1.0%	Delaware County, OH	0.6%
Tuscarawas County, OH	0.8%	Hamilton County, OH	0.5%
Knox County, OH	0.6%	Cuyahoga County, OH	0.5%
All Other Locations	9.2%	All Other Locations	6.9%
Non-residents as % of county employees	25.0%	% of residents working outside of home county	23.9%

SOURCE: JobsEQ 2018Q4

Importance of Manufacturing

Historically, manufacturing has played a prominent role in the local economy. Today, it continues to have a large and broad economic impact. As a result, manufacturing is one of the generally accepted primary targets of state and local economic development efforts. Other targets typically include distribution, technology, service, and research facilities.

In 2002, Muskingum County had 109 manufacturing establishments which shipped \$1.2 billion worth of product. Those firms had a collective payroll of more than \$250 million and more than 7,500 paid employees.

In 2004, 15.4%, or 7,490 people, of the county’s workforce were employed in manufacturing. The state average was 12.6%. For comparison, Franklin County was 5.5%, Belmont County was 4.3%, Coshocton County was 19%, Licking County was 11.6% and Guernsey County was 13%.

Most manufacturing establishments in the county are sophisticated operations employing varying degrees of leading edge technology, modern management techniques, highly skilled workers, and advanced production and distribution processes. Many core industries remain but their operations have also become quite sophisticated with increasing productivity in order to remain competitive.

At the state level, the impact of manufacturing can be measured by the gross domestic product (GDP), or the final value of goods produced and services provided by capital and labor located in the state.

About 67 percent of the state's manufacturing output consists of durable goods—compared to 58 percent for the nation. The service-producing sectors produce 76 percent of the state GDP and will account for virtually all job growth over the 2004-2014 periods.

Ohio's total economic output of \$440.92 billion in 2005 is divided into 20 sectors of varying sizes. (Durable and non-durable goods manufacturing are two parts of one sector).

Manufacturing is the largest single sector, with such establishments producing a total of \$85.28 B worth of goods that year, or 19.3% of the state's total economic output. Manufacturers are subdivided into producers of durable and non-durable goods, with the former producing about twice as much as the latter: \$57.11B or 13.0%, compared with \$28.17B or 6.4%. (Generally, durable goods are made to last at least three years, while non-durables are expected to last less than three years.)

Other private goods-producing sectors play smaller roles in Ohio's economy. They include construction (\$17.54B – 4.0%), mining (\$2.06B – .5%), and agriculture, forestry, fishing and hunting, (\$1.92B – 0.4%). Goods production in the state totaled \$106.80B, or 24.2% of the total GDP from Ohio. Services provided by public and private sectors in Ohio were \$334.13B, or 75.8% of its economy. Total private sector services (i.e., excluding government services) were \$285.00B, or 64.6% of total GDP from Ohio.

Figure 7: Muskingum County Manufacturers

Company	Product	Location	Employees
5 B's	Embroidery	Airport Business Park	195
AEP	Electricity	Dresden	42
AK Steel	Stainless Steel	Zanesville	175
Ballas Egg	Egg Products	Zanesville	80
Benco	Pet Foods	Zanesville	120
Bilco	Plastic Egress/Ingress	Eastpointe Business Park	37
Bimbo Bakery	Hamburger Buns	Eastpointe Business Park	321
Casting Solutions	Iron Castings	Zanesville	110
Cerner	Software	New Concord	90
Conn's Potato Chips	Potato Chips	Zanesville	80
Creative Packaging	Cardboard Packaging	Zanesville	114
DK Manufacturing	Injection molding	Frazeysburg	100
Emco	Foundry/Machining	Zanesville	
Halliburton	Oil & Gas Service	Eastpointe Business Park	1166
Kellogg's	Non-Meat Products	Northpointe Business Park	300
Ohio Stave Company	Wood Products	Zanesville	
Ohio Stoneware	Pottery/Ceramics	Zanesville	
Owens-Illinois	Glass bottles	Zanesville	363
Plaskolite	Acrylic Sheeting	Airport Business Park	150
Ridge Corp	Truck bed liners	ECO Park	35
Seoil	Drinking Straws	Airport Business Park	30
Stewart Glapat	Conveyors	Zanesville	60
Wayne Manufacturing	Guard Rail/Bridge	Airport Business Park	35
White Castle	Food Product	Airport Business Park	35

Small Business

In Muskingum County, as in most any community, small employers are critical to the local economy. Small employers make up most of the business organizations and employ just over half the employed persons. National studies claim that small employers will create almost all net new job in the future, as corporations downsize, outsource, and offshore.

In Muskingum County, an estimated 85%, of businesses would be classified as a small business. Start-up businesses are an important component of small business development efforts. Start-

ups replace businesses that cease operation, as they unfortunately and inevitably do, and they provide locally owned and controlled business organizations that have personal ties to the area.

Also, the rate of success and closure of small business gives some indication of the fertility of the local business climate for small enterprises. Over the last ten years, small business starts exceed the number of small business closures according to the Ohio Department of Development. According to the Appalachian Regional Commission, the 10-county region in which Muskingum County is located sees a lower-than-normal level of start-up activity, a higher- than-normal level of business retention, and a large number of high-growth-rate firms, including certain manufacturing sectors.

Tourism

The local Convention and Visitor's Bureau (CVB) estimates that tourism has an almost quarter of a billion dollar impact on the local economy.

A 2003 study of the direct sales to travelers in Muskingum County, 33% percent was at food establishments, 28% was for retail purchases, 17% was auto related businesses, 15% was for recreation of some kind, and 7% was for overnight lodging. Direct and in-direct employment was estimated at 7,200 people, totaling wages of \$75 million a year.

There are several major tourism attractions in the county including The Wilds, the three Ohio state parks, area golf courses, pottery, antique and other specialty shops and a growing artisan colony. The CVB has several strategies for tourism development including encouraging motor coach operators to utilize Muskingum County as an overnight destination, marketing the community as a meeting destination for association, corporate and reunion meetings, encouraging leisure travelers to use Muskingum County as an overnight destination or recreation/leisure stopover, increasing media relations efforts and editorial placement, attracting additional and providing service to current sporting events, working with hospitality partners to attract additional and encouraging repeat golfers and their families to use Muskingum County as a golf destination, working with the local hospitality industry for the purpose of education and collaboration, providing customer service and collateral materials to visitors in order to facilitate longer overnight stays and encourage return visits, and providing the opportunity for hospitality industry partners to disseminate their information, and enhancing awareness of the mission and services of the Convention and Visitor's Bureau and better inform community partners about the tourism industry.

Agriculture

Production agriculture is not a major employer in the county but it does account for substantial gross receipts and tax base. In addition, a broader definition of agriculture to include horticulture, food processing, food retailing, and supportive industry segments selling supplies to agriculture represents a significant sector of the local economy. This impact is discussed in detail in the Agriculture Task Force’s report on that specific subject.

Economic Development

Many agencies and departments play a role in the pursuit of economic growth and development in the county. Positive economic impact comes from a variety of activities and sources. Economic development can be defined broadly, as any activity that enhances local wealth, even indirectly, or it can be defined more narrowly and traditionally as the direct pursuit of business investment and job growth.

Muskingum County’s governmental economic development efforts have been organized through a Port Authority, a joint city-county political subdivision created for this purpose in 1987. Port Authorities possess powers to pursue land and business development activities that are specified in state statute. Although Ohio communities have for decades used a variety of corporate forms to pursue economic development, the use of the port authority statute and structure has become more common in the last 10 years. Zanesville-Muskingum County’s Port Authority is governed by a five-person board with members appointed by the city and the county. Operating and project funding is also provided by the city and the county. In 2019, the Port Authority owns, develops, and markets four public industrial/business parks and serves as the initial point of contact for new businesses considering locating in the area.

The availability of privately owned development land and buildings has increased in recent years. What had been for many years a limitation in local development – the lack of private sector investment in property development and marketing – has become a positive factor in efforts to attract and retain businesses in the county.

The Chamber of Commerce serves in a support role in development activities. Its Muskingum Growth Partnership is a private sector initiative of the Chamber which raises capital to support community economic development activities. The Convention and Visitors Bureau is a division of the Chamber and it is the lead tourism marketing agency in the county. The Zanesville Downtown Association is a downtown business association whose role is to encourage economic investment in the downtown thereby supporting overall community appeal and economic development. Other key participants in the broader community development process include the City of Zanesville Community Development Department, the City’s Public Service

Department, the County Engineer's Office, the County's Transportation Improvement District, the County Department of Job and Family Services, the Muskingum County Convention Facilities Authority, the Muskingum County Community Foundation, area institutions of higher education, and local secondary schools.

Each plays an important role in working toward all-encompassing economic progress in the community.

Inventory of Sites and Potential Industrial Sites

It is this committee's recommendation that we continue to capitalize on our past strengths and successes. North Pointe, Airport, East Pointe and the emerging National Road Business Park are true measures of success as Business/Industrial Park developments.

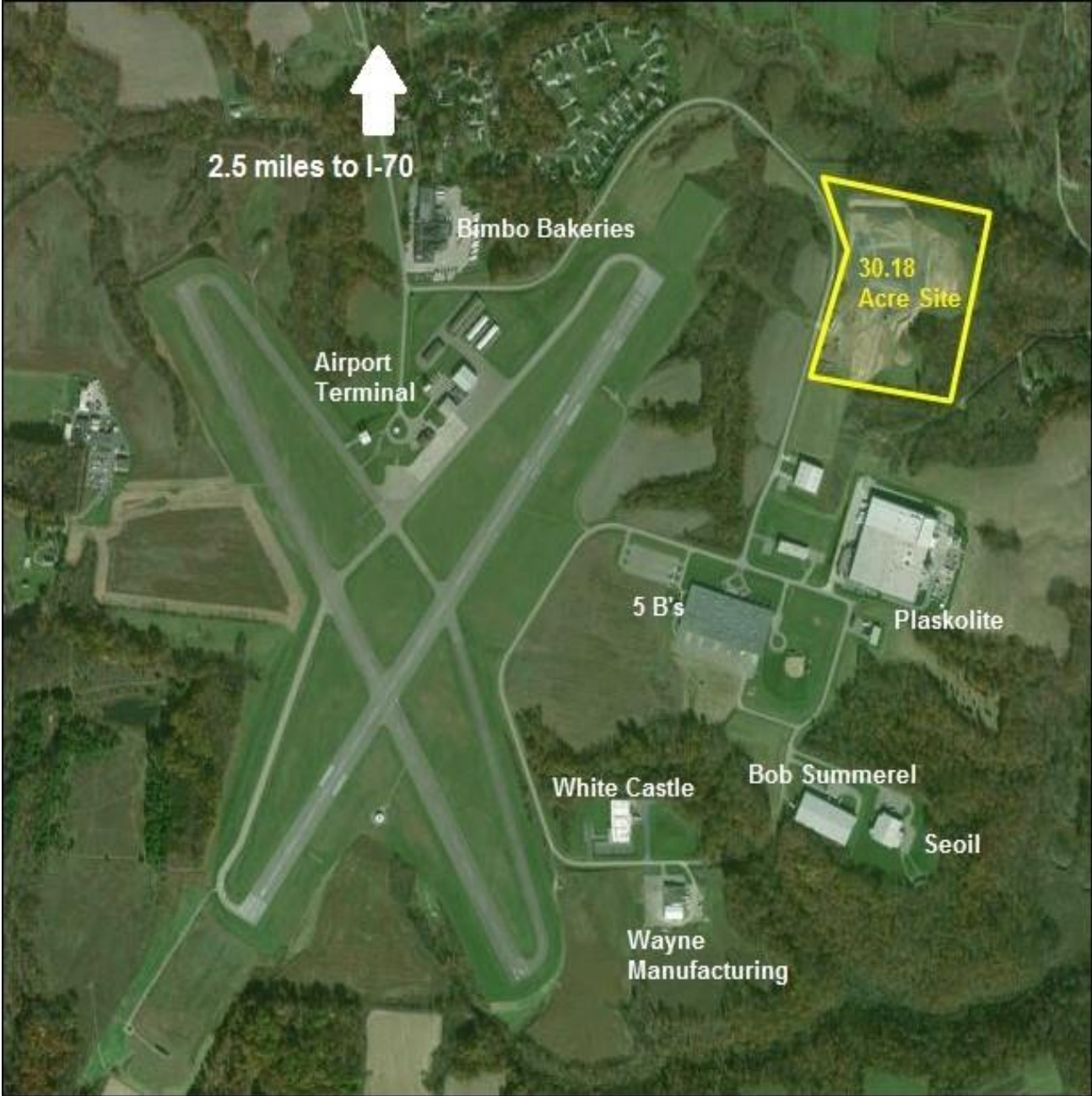
Building on this success would mean the future identification of large parcels of land that could be developed into efficient Business/Industrial Parks as opposed to the shotgun Industrial Developments throughout the county. We need to create larger parks with multiple tenants that create greater efficiency and economics of scale for all involved. Highway access and rail-developed sites continue to be our recommended emphasis for the future Industrial Development. For clients with small or single-site needs, we would try to use areas adjacent to existing sites; also we would look at the redevelopment of brownfield and abandoned/vacant sites, and reclaimed mine lands served by utilities. While industrial development should continue to be the focus of local public and economic development officials, transformative commercial or retail development could be considered for incentives depending upon scope and effect.

2019 Recommendations by Commercial, Industrial and Retail Development Task Force

Recommendations:

1. Support the Port Authority as the primary economic development entity in Muskingum County through continued city/county funding and community/political support for its efforts to attract, retain and expand diverse businesses growing the local economy creating job opportunities, developing attractive industrial and commercial sites and redeveloping existing vacant freestanding buildings and singular isolated sites served by adequate in-place infrastructure.
2. Continue an aggressive existing business retention program through partnership among Port Authority, Chamber of Commerce, city/county governments and regional economic development organizations through a systematic visitation program with follow-up.
3. Emphasize skill development in the workforce including retraining, advanced technology training, and alignment of the K-12, vocational and higher educational institutions with existing employers and prospects.
4. Support and strengthen the land bank as a resource to eliminate blight, deter crime, collect delinquent taxes and assist in property acquisition which could be a major portion of local government contribution to public/private partnerships for development/redevelopment.
5. Encourage the creation and growth of locally owned small businesses that are growth-oriented and scalable.
6. Support Convention and Visitors Bureau and the ongoing tourism development efforts county-wide and regionally with a focus on joint marketing opportunities with the area's major attractions.
7. Support the revitalization efforts of the Zanesville Downtown Association and the villages county-wide seeking to redevelop and re-design and identify specific easily adaptable properties in the downtowns, especially Zanesville, with three or more possible projected uses and show them a marketing map that locates them with respect to current operating existing businesses.
8. Continue to encourage and support the organic growth and development of retail and commercial development throughout the county.
9. Support and strengthen the Muskingum County Planning Commission to encourage, evaluate and assist the townships in creating a zoning plan along primary and secondary roads that are likely to see development growth in the future, recognizing that a quality plan requiring minimal variance and change will maximize land use for the benefit of Muskingum County residents.

AIRPORT BUSINESS PARK



EASTPOINTE BUSINESS PARK



EAST CENTRAL OHIO BUSINESS PARK (ECO)



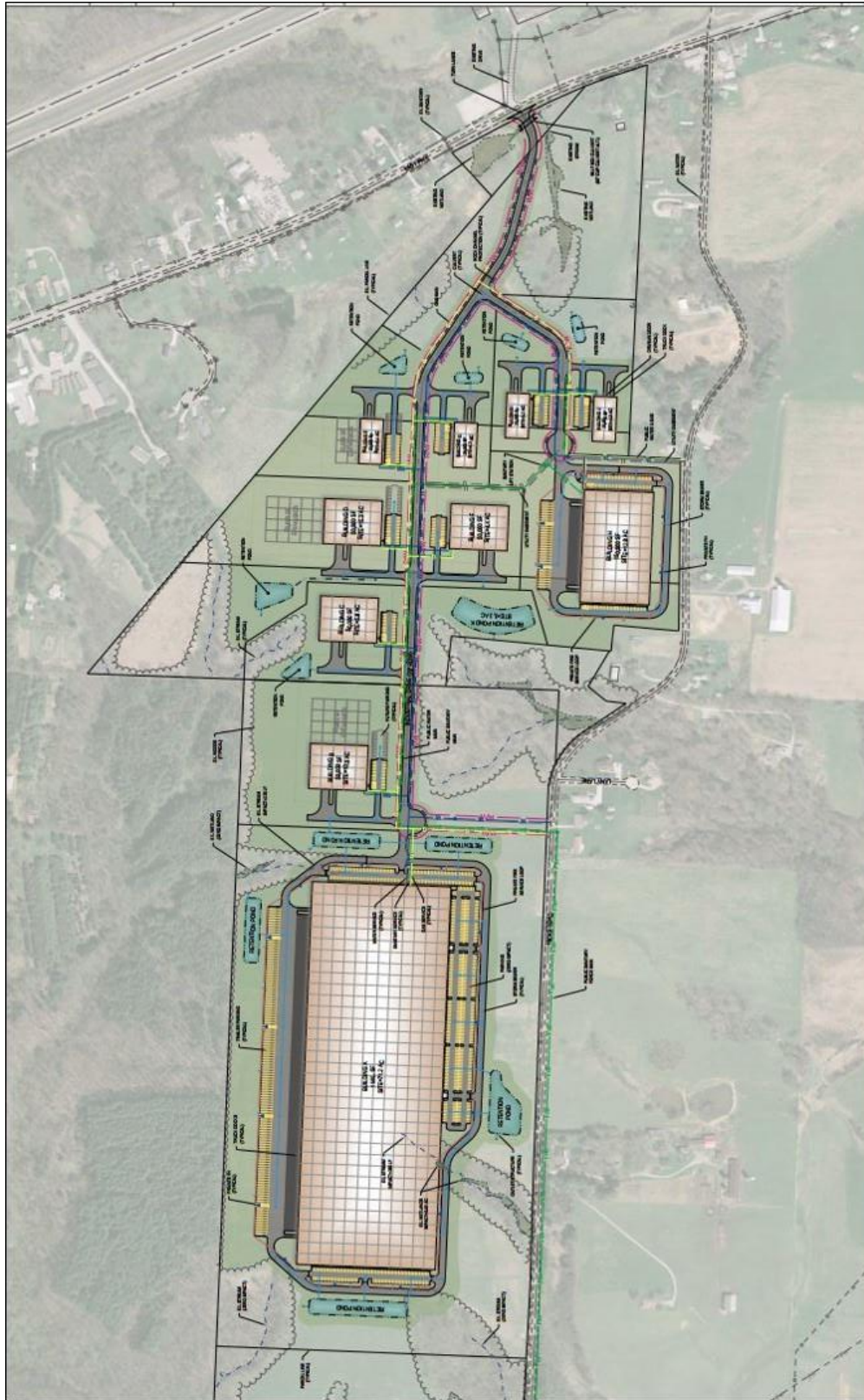
Current park tenants include Fanatics (building F), Kendrick Excavating (building C), Malouf (building B), and Ridge Corp (building E). Sites up to 33 acres are available for lease or purchase.

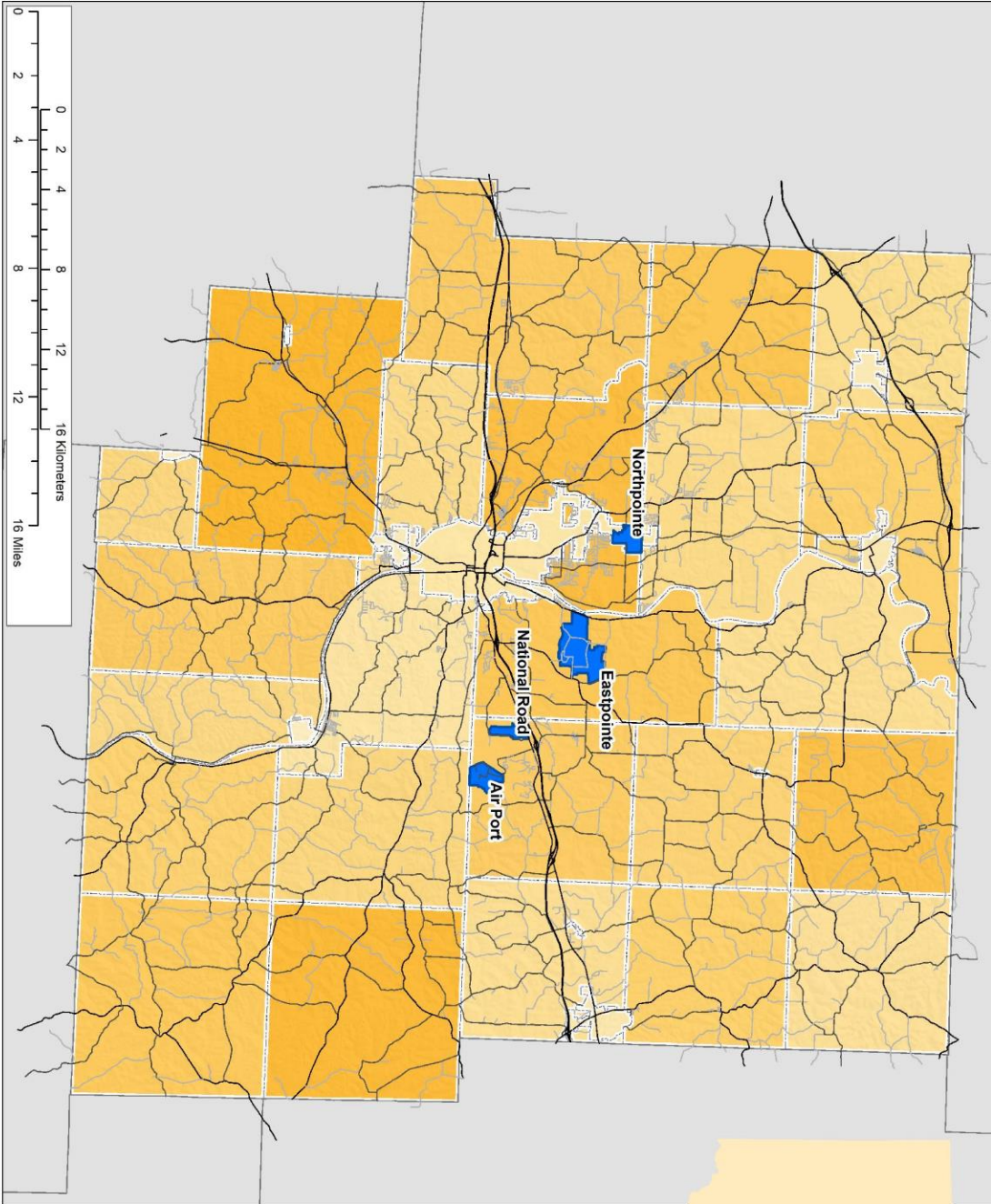
NORTHPOINTE BUSINESS PARK



As of 6/1/19, the Port Authority has nearly 100 acres available for sale in the Northpointe Business Park.

NATIONAL ROAD BUSINESS PARK (site concept)





MUSKINGUM COUNTY, OHIO

INDUSTRIAL PARKS

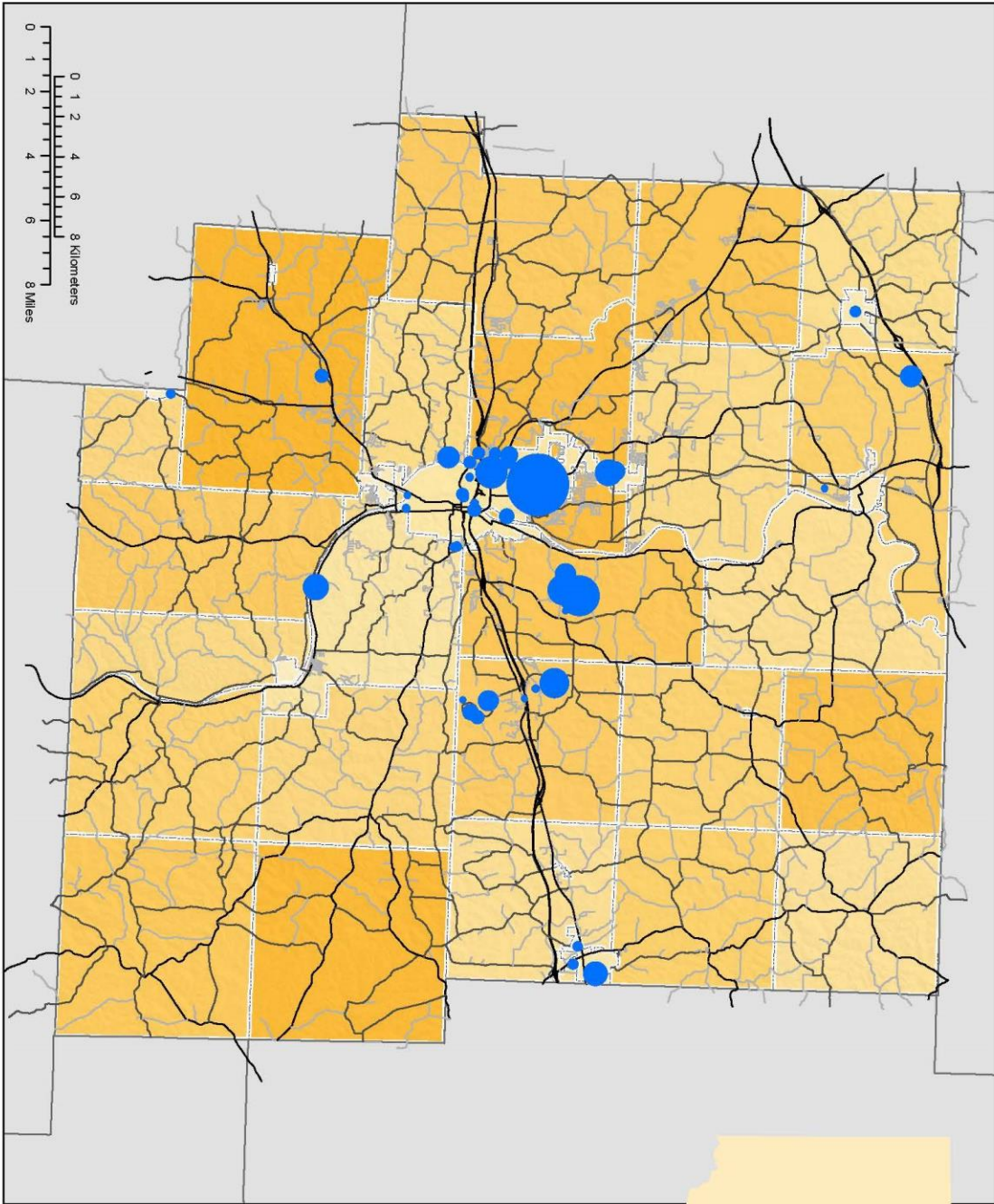


Muskingum County
Planning Commission



Legend

Industrial Parks



Muskingum County
Planning Commission

MUSKINGUM COUNTY, OHIO

MAJOR EMPLOYERS

