

THREE-PART WEBINAR SERIES



- Recent Trends and Current Landscape in Economic Development Fundraising (June 16th)
- EDC Fundraising Case Study: Transforming Adversity into Success (July 7th)
- How to Raise Big Money in Small Towns (November 12th)





GREATER SPRINGFIELD

PARTNERSHIP

VISIT • EXPAND • CHAMBER

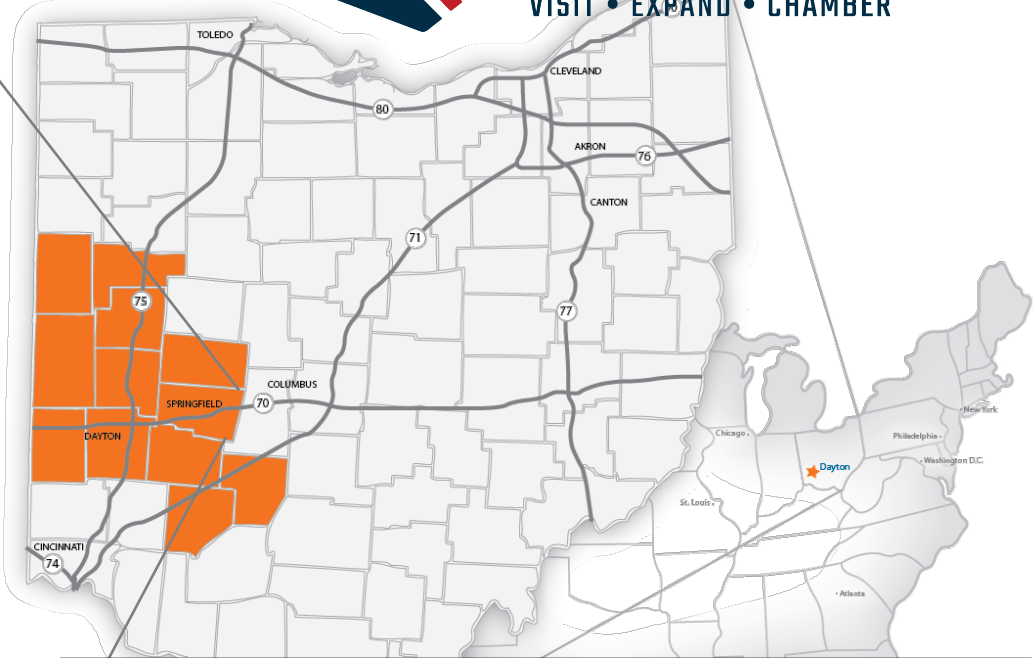
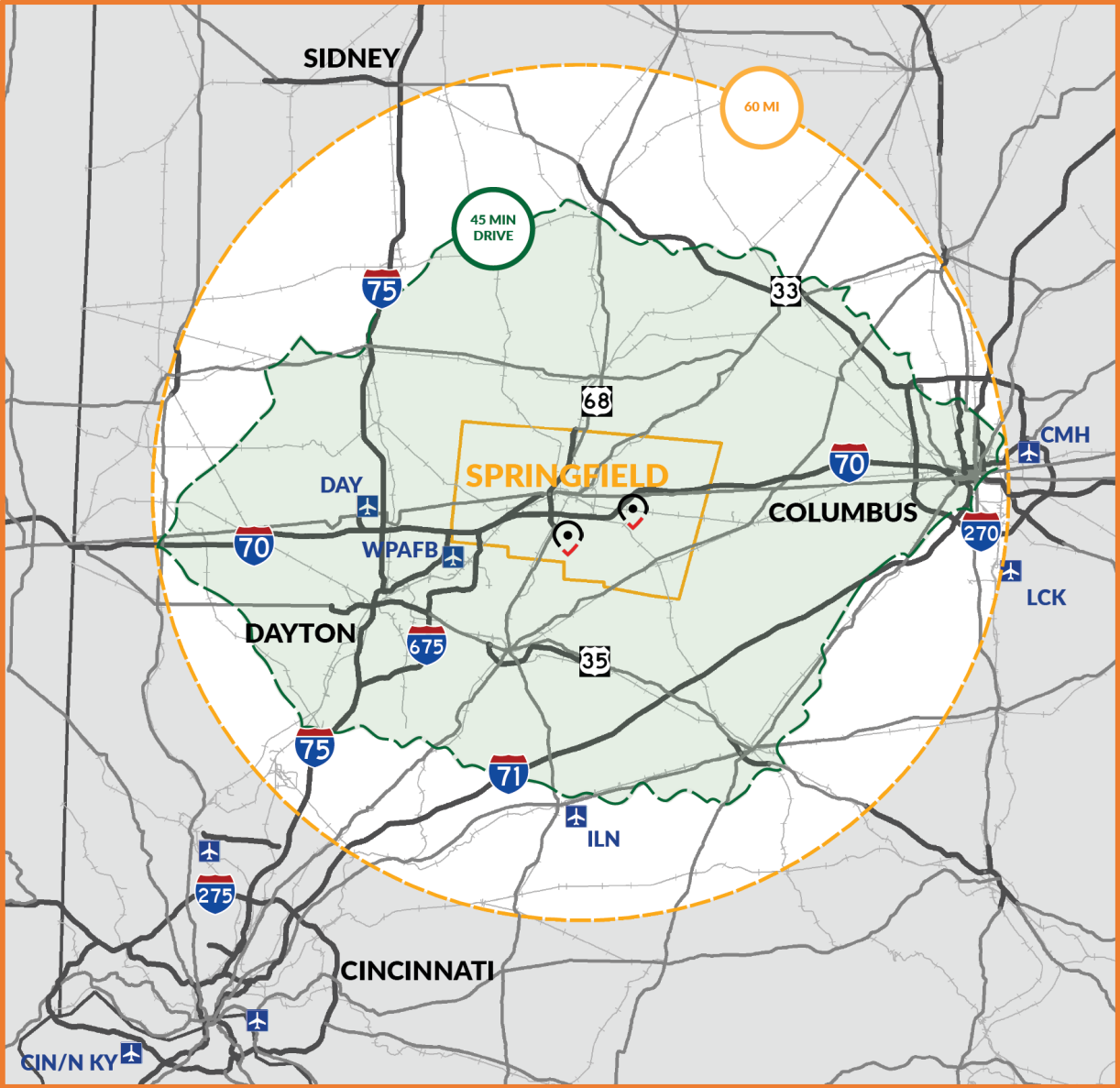
FUNDRAISING CASE STUDY: TRANSFORMING ADVERSITY INTO SUCCESS.



July 7, 2026

INTRO VIDEO

REGIONAL SITE MAP – 60 MINUTES



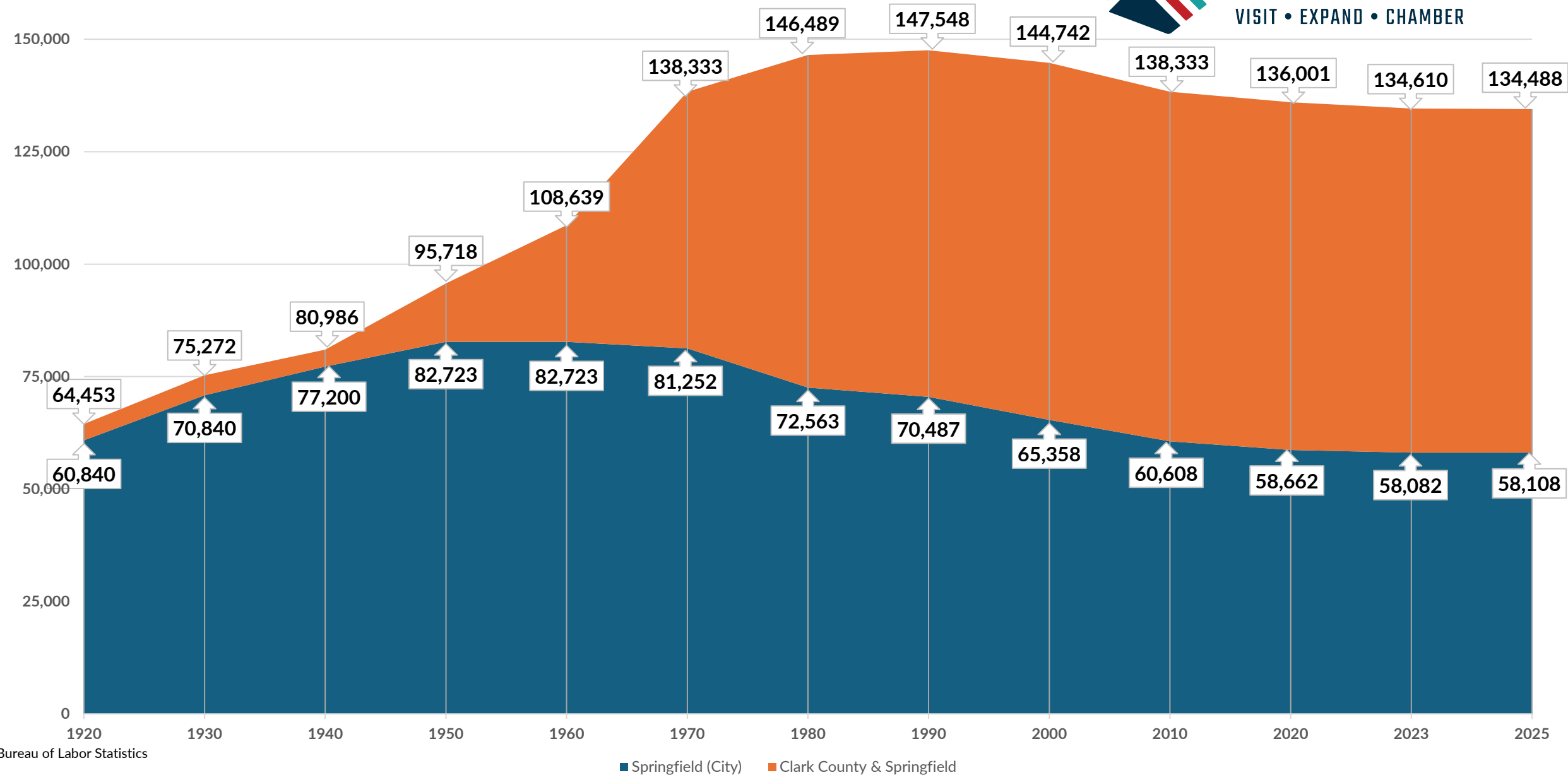
Key Data Points		*Q2 2024
Population	2.53 Million	
Median Age	39	
Housing Units	1,127,107	
Median House Value	\$207,296	
Median Household Income	\$69,747	
Cost of Living Index	92.7	
SiteOhio Sites	2	

Clark County Population: 135,000

POPULATION HISTORY



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Bureau of Labor Statistics

2011 – 2020: A UNIFIED COMMUNITY VISION



DOWNTOWN REVITALIZATION

SpringForward (Downtown Development Vehicle)

Projects:

- McAdams (Wren) Building
- Co-Hatch/Myers Market
- Funding provided to Le Torte Dolci

Parking Garage

Housing



GATEWAYS & CORRIDORS

- Improve the aesthetics and function of the key thoroughfares entering the City of Springfield
- “You only get one chance to make a first impression”

PARKS & GREENSPACE

- Primarily focused on active and passive recreational activities in Snyder Park and along the Buck Creek Corridor

JOB AND JOB READINESS

- “8th Grade Career Exploration”
- Clark County Internship Collaboration
- Straight-A Consortium/The Dome
- Clark County Manufacturing Collaborative
- YouScience



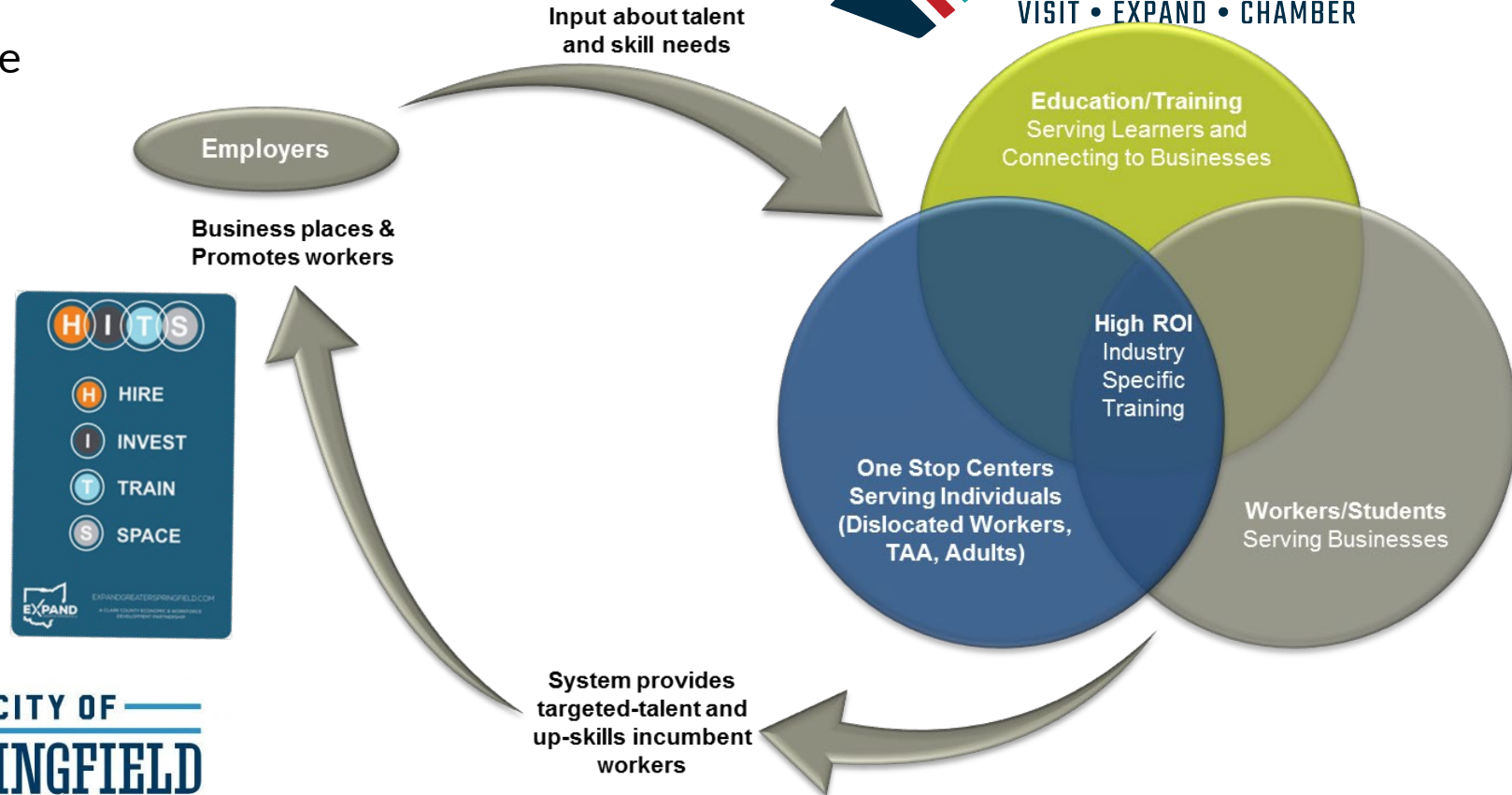
ALIGNMENT WITH PARTNERS – SINCE 2012



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- ✚ Jobs and Job Readiness Task Force
- ✚ Open communication
- ✚ Check the baggage at the door during meetings
- ✚ Explore best practices – jointly
- ✚ Share corporate feedback
- ✚ Data analytics



CAMPAIGNS FUELING SUCCESS



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EXPAND 2024

GREATER SPRINGFIELD



EXPAND 2029

GREATER SPRINGFIELD

**ELEVATE TODAY,
EMPOWER TOMORROW**



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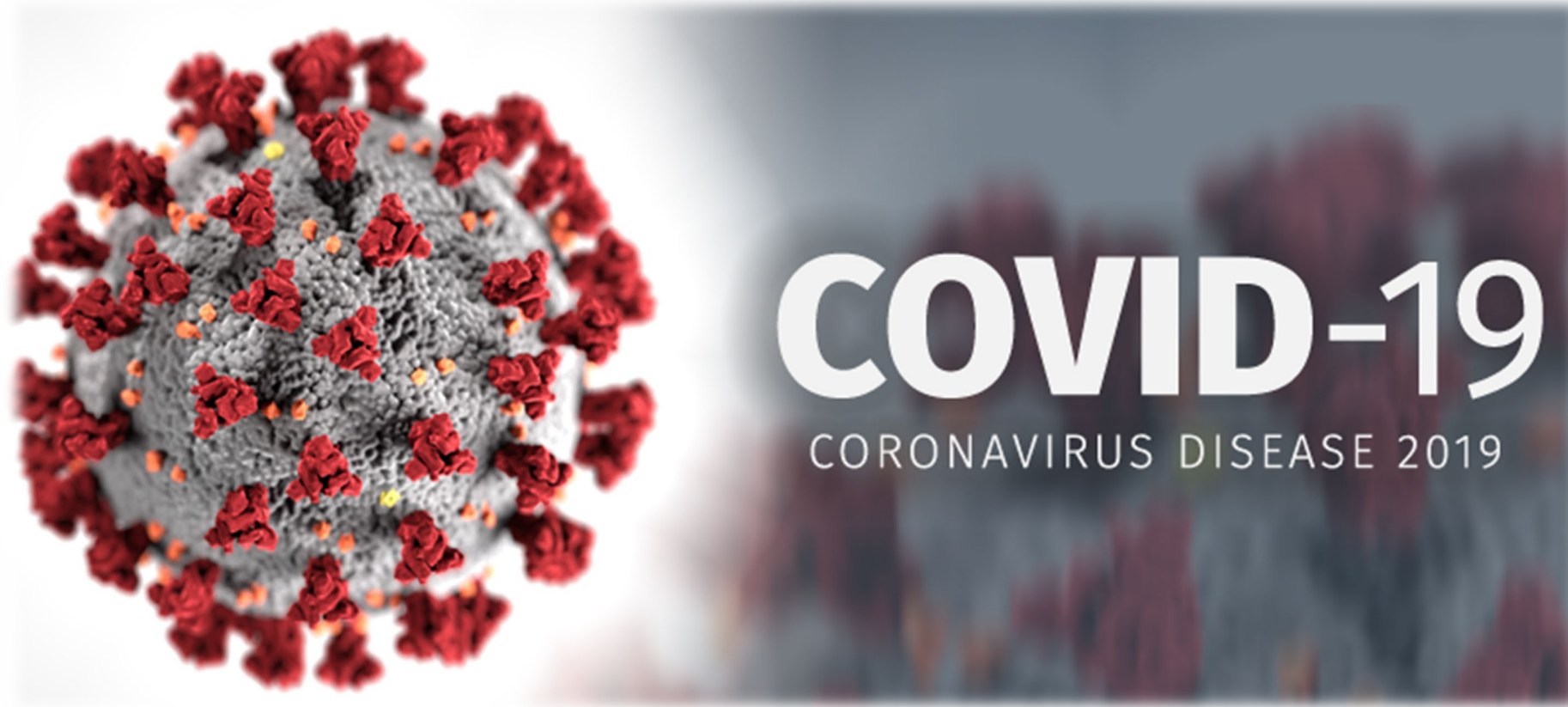


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THE WORLD SHUTS DOWN . . .



. . . BUT, WE DIDN'T!



OUR NEW BEST FRIEND



zoom

5 YEAR PROGRAM OF WORK

Goal I: Cultivate the Local Workforce – 39%

Business Concierge
Talent and Education Coordination
Internship Matching/Coordination
Research and Best Practice Resource Development
ACT Work Ready Community
Aptitude Testing

Goal II: Build the Economic Engine – 32%

Retain and Expand Existing Businesses
Aggressively Pursue New Business Growth
Enhanced Small Business Engagement
Support Entrepreneurial Ecosystem Development

Goal III: Enhance Livability – 8%

Enhance Housing Opportunities
Develop a "Welcoming Committee" for new business leaders/executives

Goal IV: Attract Talent – 21%

Dedicated Talent Attraction Program
Connect Local College Students to Clark County
"Reverse the Commute" campaign to retain workers in Clark County

68% WORKFORCE,
HOUSING, AND
LIVABILITY

CAMPAIGN GOAL

\$4.1 MILLION

CAMPAIGN RESULT

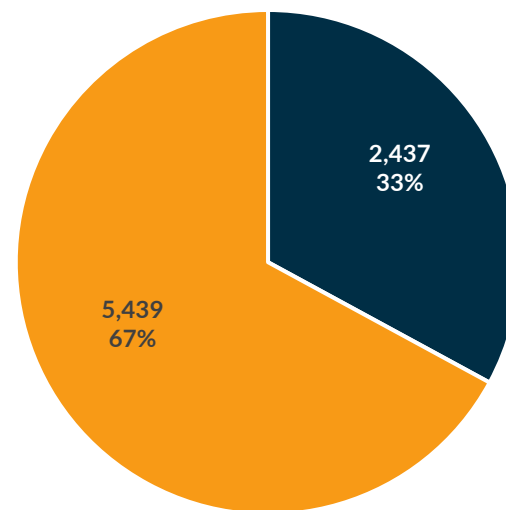
\$4.2 MILLION

JOB METRICS



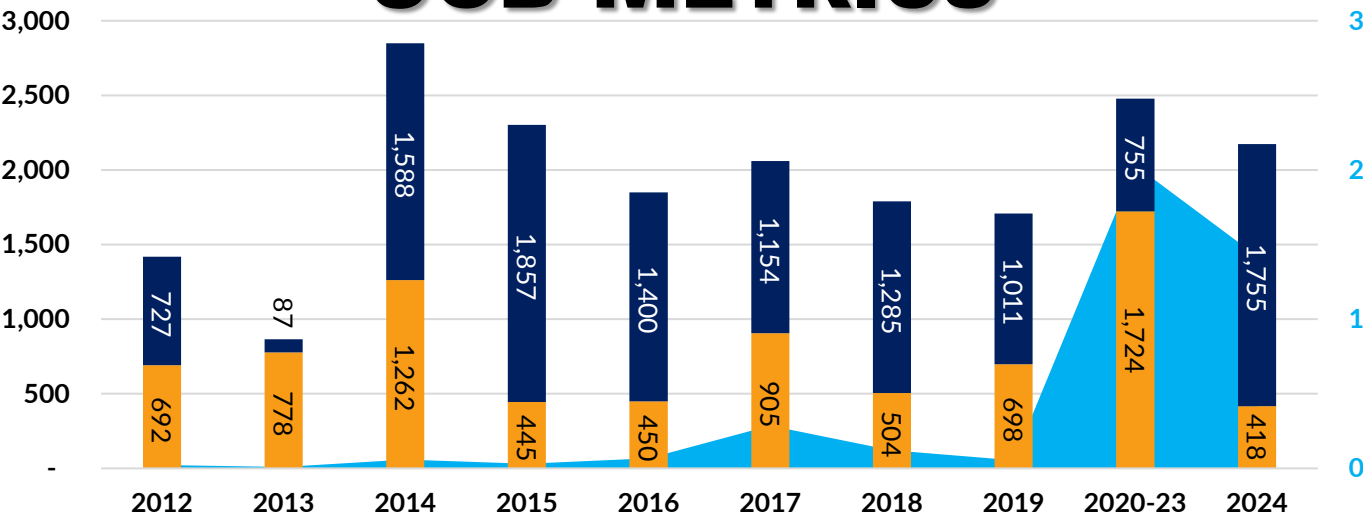
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DIRECT JOBS BY SOURCE



- Direct Jobs Resulting from Attraction Efforts
- Direct Jobs Resulting from Retention Efforts

■ Investment (Billions) ■ Jobs Created ■ Jobs Retained



2012-2024 Totals		Payroll
Jobs Created	7,876	\$ 245,731,200
Jobs Retained	11,619	\$ 362,512,800
Investment	\$ 4,105,194,200	



Silfex™
A Division of Lam Research Corporation



2017-Current	
Jobs Committed	432
Jobs (Actual)	650
Investment	\$ 550,000,000

2018-Current	
Jobs Committed	400
Jobs (Actual-All)	1,000
Investment	\$ 400,000,000

2021-Current	
Jobs Committed	108
Jobs (Actual)	Under Construction
Investment	\$ 16,000,000

2021-Current	
Jobs Committed	833
Jobs (Actual)	340
Investment	\$ 61,000,000

2024	
Jobs Committed	261
Jobs (Actual)	16
Investment	\$ 1,320,392,000



PROGRESS RECOGNIZED



#5

**Springfield,
Ohio:
Housing Market
in the US**

15 April 2021



#3

**Springfield,
Ohio:
Emerging
Housing Markets
Index**

27 April 2021



#1

**Metro in Ohio
for Job Growth**

2 August 2023



WHEN STRATEGY PAYS OFF . . .

City tops \$1 billion in tax valuation for the first time

Springfield revenue climbing as tax base, property values grow.

By Vicky Forrest
Contributing Writer

Springfield City Commissioners received a preview of finances for 2024 from Finance Director Katie Eviston, and she noted a milestone.

For the first time in the city's history, the assessed tax valuation topped \$1 billion for 2023, Eviston said to commissioners last week. The previous year's total was \$864 million.

Eviston attributed the more than 15% increase year-over-year in tax revenues to the growing tax base being generated by increased property values and the significant economic development the city is experiencing.

"The evidence is the city is growing and the value of real estate is growing," Commissioner David

Estrop said. "That's excellent." Eviston's report is timed in accordance with state statutes that require adoption of the upcoming year's tax budget prior to July 15. The full 2024 budget – reflecting total revenue and expenses – will be finalized in the fall.

Eviston's preliminary report offered insight into anticipated revenue combined with unencumbered cash balances that are used to set appropriation levels for the upcoming year.

Assistant Mayor Rob Rue requested the report be made available on the city's website to provide transparency to voters.

The local income tax levy is critical to city operations, Eviston said.

"I would just like to reiterate that we are grateful to the people of Springfield for renewing the levy as it continues to support the city and the services we provide," Eviston said.

\$1 billion continued on A4

base being generated by increased property values and the significant economic development the city is experiencing. "The evidence is the city is growing and the value of real estate is growing," Commissioner



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\$1 billion

continued from A1

Springfield voters renewed an income tax levy by a 2 to 1 margin in 2017 that extended a .4% hike on earned income, for a total tax of 2.4%.

Eviston pointed out that the city is increasingly dependent on the people of Springfield, who have supported the special police tax levy that will account for an estimated \$3,036,013, or 3% of the city's operating budget, in 2024.

Local dollars also will account for the more than \$4 million, or 4%, expenditure earmarked for neighborhood street repaving and maintenance in 2024.

Prior to the tax levy increase, the city was facing a budget crisis as the result of state cuts to local government

operations throughout Ohio.

Allocations to local government continue to decline due to tax cuts being implemented by state legislators in Columbus. Appeals from Springfield and other local governments across Ohio were unsuccessful earlier this year in moving state leaders to reinstate money previously available through the local government fund and estate tax.

Springfield formerly received an estimated \$5.4 million a year from those funds, according to City Manager Bryan Heck. After cuts and reductions that began in 2010 and continue into the current fiscal year, Heck estimates the city is losing \$3 million to \$3.5 million annually in state funds that were previously allocated to cities and townships across Ohio.



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EXPAND 2029

GREATER SPRINGFIELD

ELEVATE TODAY,
EMPOWER TOMORROW



Cultivate
Local
Talent



Build The
Economic
Engine



Build A
Vibrant
Community



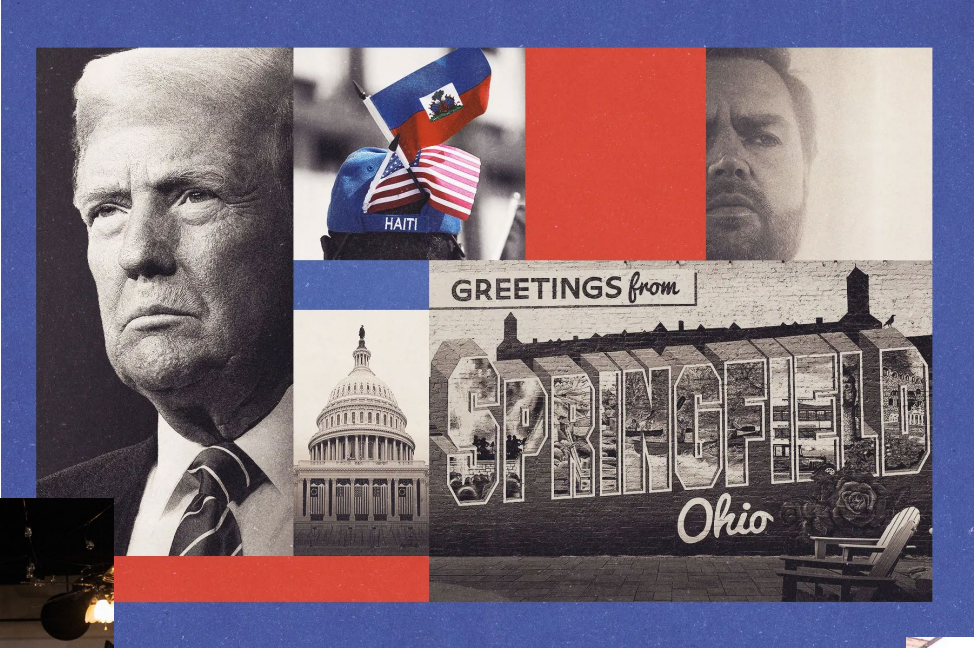
Attract
Talent



MEDIA FIRESTORM: FACT OR FICTION?



Source: Fox News



Source: The 19th News



Source: ABC News



Source: Politico



Source: Sky News



Source: Fox News

TIMELINE OF EVENTS



Data suggests that a small migration of Haitian individuals arrived in Springfield.

Mass Migration of Haitian immigrants to Springfield with Haitian population reaching an estimated 12,000-15,000. This is indicated through data provided by Springfield City Schools, Ohio Bureau of Motor Vehicles, Healthcare providers, and Social Service Agencies. Two largest issues were language barriers and driver's education.

September saw increased anger and animosity from Springfield citizens towards Haitian migrants after bus accident.

President Trump calls out Springfield Haitian migrants for eating cats and dogs in debate. Following 10 weeks, Springfield experienced 10 straight weeks of bomb threats, etc leading up to the election.



2014

2021

2022 -
Summer
2024

August 22
2023

September
2023

July
2024

September
2024

Springfield begins seeing larger migration of Haitian immigrants into Springfield.

August 22 a tragic bus accident occurred in a neighboring area/school district to Springfield. Accident was caused by a Haitian migrant.

City Manager writes letter to US Senate members describing the housing crisis facing Springfield due to a surge in population.



TIMELINE OF EVENTS



Community Leadership call with Governor Mike DeWine.

Greater Springfield Partnership convenes group of affected local employers.

Communtiy Leaders and Governor met at his residence to discuss messaging & community imaging.

Greater Springfield Partnership convenes Governor's Rountable with affected employers.

Temporary Protective Status set to end for Haitian migrants.



September
2024



Sept. - Nov.
2024



January
2025



March
2025



July
2025



August
2025



February 3
2026

Countless National and International media inquiries. Numerous bomb threats and death threats targeting at schools, local leaders, and Haitian community members.

Community receives grant from State of Ohio and launches 'This is Springfield' Campaign and contracts with FutureIQ to begin 'Springfield 2051' Initiative.

Numerous court cases stave off attempts to end Temporary Protective Status for Haitians. The Humanitarian Parole Program ends in June 2025 leading to some Haitian community members leaving community.

5 YEAR PROGRAM OF WORK

Goal I: Cultivate the Talent– 39%

Talent Coordination
Talent & Education Coordination
Internship Matching & Coordination
Educator Workforce Academy
YouScience Assessments
YouScience Navigators
Haitian Task Force



Goal II: Build the Economic Engine – 32%

Business Retention & Expansion
Real Estate Development
New Business Growth
Support Business Engagement



Goal III: Enhance Livability – 8%

Housing Development
New Business Leader & Executive On-Boarding
Downtown Revitalization & Quality of Life



Goal IV: Attract Talent – 21%

“Clarkcounty.jobs” Job Portal
“Consider Clark County” Program
“Reverse the Commute” campaign to retain
workers in Clark County



68% WORKFORCE,
HOUSING, AND
LIVABILITY

Cultivate
Local
Talent

INITIATIVE #1: CULTIVATE LOCAL TALENT

- ✧ Talent Coordination (Facilitate)
- ✧ Talent & Education Coordination (Lead)
- ✧ Internship Matching & Coordination (Lead)
- ✧ Educator Workforce Academy (Convene)
- ✧ YouScience Assessments (Lead)
- ✧ YouScience Navigators (Lead)
- ✧ Haitian Coalition (Support)

SELECT MEASUREMENTS:

- ✧ 20% Increase in Business Participation in Magnify Internship Program
- ✧ Every 8th, 10th and 12th Grader has one-on-one review of YouScience Assessment annually

Build The
Economic
Engine

INITIATIVE #2: BUILD THE ECONOMIC ENGINE

- ✧ Business Retention & Expansion (Facilitate)
- ✧ Real Estate Development (Lead)
- ✧ New Business Growth (Lead)
- ✧ Small Business Engagement (Support)

SELECT MEASUREMENTS:

- ✧ 2,000 New Jobs
- ✧ \$500 Million New Investment
- ✧ Annual Employer Survey
- ✧ Re-Launch “SizeUp” Small Biz Tool

Build A
Vibrant
Community

INITIATIVE #3:

BUILD A VIBRANT COMMUNITY

✦ Housing Development (Support)

✦ New business leader &
executive on-boarding (Lead)

✦ Downtown Revitalization
& Quality of Life (Support)

SELECT MEASUREMENTS:

- ✦ Track and Report Housing Starts to Investors
- ✦ “Welcome to Springfield” Executive Awareness Program
- ✦ Employer Engagement Events

Attract
Talent

INITIATIVE #4: ATTRACT TALENT

✦ “Consider Clark County” Program (Lead)

✦ “Reverse the Commute” (Lead)

SELECT MEASUREMENTS:

- ✦ State-of-the-art “ClarkCounty.jobs” enhancements
- ✦ 10% net reduction of outbound commuters for employment (approx. 9,000 persons)

RESULTS VIDEO

**FORWARD TOGETHER.
BUILDING OUR FUTURE.**

GOAL EXCEEDED!

CAMPAIGN GOAL
\$6.5M

**\$6.6
MILLION!**



**EXPAND
2029
CAMPAIGN**

INVESTING TODAY.
TRANSFORMING TOMORROW.

Thanks to you, we're investing in today
and transforming tomorrow.



Greater Springfield Partnership

| City of Springfield

| Clark County

PROGRESS RECOGNIZED



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#5

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15 April 2021



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**Metro in Ohio
for Job
Growth**

2 August 2023



#6

**Best Place
To Live In
Ohio 2025**

23 May 2025



#5

**Best Place
To Live In
Ohio 2025**

17 June 2026

THANK YOU/QUESTIONS



HORTON HOBBS IV

Vice President of Economic Development

hhobbs@greaterspringfield.com



[linkedin.com/in/hortonhobbs](https://www.linkedin.com/in/hortonhobbs)



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