

**DEPARTMENT OF ECONOMIC DEVELOPMENT
EXECUTIVE SUMMARY**

ORDINANCE NO.: 1207-2019

Project: Manufacturing Works, Cleveland Industrial Retention Initiative
4855 West 130th Street, Suite 1
Cleveland, OH 44115

Project Location: Citywide

Project Manager: Patty Ajdukiewicz

Ward / Councilperson: Citywide

Grant Amount: \$499,470

Purpose of Financial Assistance

The purpose of this \$499,870 UDAG/ NDIF operating grant is to assist Manufacturing Works (formerly known as Westside Industrial Retention and Expansion Network – WIRE-net) with general operating expenses of administering the Cleveland Industrial Retention Initiative (CIRI) program to assist Cleveland’s manufacturing and industrial firms to grow and thrive in the city. The CIRI program has a total operating budget of \$669,786. The agreement will cover operating expenses between August 1, 2019 and July 31, 2020.

Project Description

CIRI is a citywide manufacturing and economic development outreach program established in 1994. CIRI has been administered by Manufacturing Works (formerly known as Westside Industrial Retention and Expansion Network – WIRE-net) since 2007. The mission of CIRI is to stabilize and expand Cleveland’s manufacturing base by providing outreach services that link businesses with available resources. The program’s objectives are to raise industry awareness of available resources, stimulate neighborhood investment, and foster job creation and retention.

CIRI assists manufacturing businesses by providing “street level” services that help businesses remain and grow within the City of Cleveland and provide employment opportunities for Cleveland’s residents. With the Department of Economic Development, CIRI helps the City identify and develop strategies to address difficulties, both actual and perceived, that neighborhood businesses face. The current contract between the City and WIRE-net is for the period from June 1, 2018

to May 31, 2019, and is being extended by two additional months. The total cost of the proposed grant project to the City of Cleveland is \$499,870.

Scope of Work for 2019-20

The focus of CIRI's scope of work for 2019-2020 is to continue pro-active outreach, assessment, and Customer-Relationship Management (CRM) visit summaries with growth-oriented companies. CIRI's assessment tool has been modified to include industry 4.0 (Industrial Internet of Thing, IIOT) and Succession Planning metrics to help company's awareness and understanding of new technologies and the importance of ownership succession planning. Manufacturing Works will continue to leverage CIRI's relationship with Cleveland manufacturing companies to identify opportunities where City financing options may be applicable.

CIRI will continue to develop relationships with key partners and advisors, including City of Cleveland – through its various departments, MAGNET, Cuyahoga County, OhioMeans Jobs, Grow Cuyahoga Fund, Greater Cleveland Partnership, Team NEO, and others. CIRI will engage with City Councilmembers and Community Development Corporations regarding important events and changes with the manufacturing base

Measures and Standards

1. Make 450 unique visits, at 225 unique companies, to Cleveland manufacturing and related businesses during a twelve month period utilizing the approved script to identify the CIRI program as a City-funded program.
2. Provide contact via phone, email, or direct mail to 150 unique Cleveland small lifestyle companies to ensure they are aware of CIRI services and support.