



CITY OF POWELL

Economic Development Strategy

April 2023

PREPARED FOR:

Powell Development Corporation
47 Hall Street
Powell, OH 43065



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City of Powell Economic Development Strategy

TABLE OF CONTENTS

Executive Summary	1
Key Findings	2
Goal Areas	5
Economic Development Strategy	8
Action Plan Matrix	25
Appendix I: Demographic and Economic Profile	
Appendix II: Real Estate Profile	
Appendix III: Data Sources	



City of Powell Economic Development Strategy

ACKNOWLEDGMENTS

This strategy report was developed with input from City of Powell staff, the Powell Development Corporation (PDC), members of the local and regional business community, economic developers, and real estate professionals during one-on-one interviews, focus groups, and public meetings. This strategy report and the recommendations that come from it reflects the feedback received.



The City of Powell is home to a distinctive entrepreneurial spirit and more than 1,300 companies. Powell has been recognized as one of the best places to live in the United States and was named the ninth-best suburb in the US by Business Insider, as well as the fifth-safest small town in Ohio by Movoto Real Estate. Powell is committed to the city's economic development and supports local businesses with a wide range of resources to help them grow and succeed.



The Powell Development Corporation, formerly the Powell Community Improvement Corporation, promotes economic development within the City of Powell to improve growth, employment opportunities, and employment stability. The Powell Development Corporation also works to advance the industrial and commercial life of the community; to stabilize the general economy of the area; to develop methods for or to assist in the development of methods to further enhance these purposes; and to furnish assistance to projects and undertakings concerning these purposes.



Camoin Associates has provided economic development consulting services to municipalities, economic development agencies, and private businesses since 1999. To learn more about their experience and projects across all their service lines, please visit www.camoinassociates.com



Executive Summary | Economic Development Strategy

The Powell Development Corporation (PDC) engaged Camoin Associates to assist in the production of an economic development strategy for the city, with a focus on how to best utilize the PDC to improve the City of Powell's economic activity, development potential, and overall amenities for businesses and community members.

The PDC's role in driving the future of the city is at an inflection point. Choosing to maintain the status quo does not ensure that Powell stays the same, but rather that the city falls behind its peers as they evolve into the newest versions of themselves. This Economic Development Strategy signals a commitment from the PDC and City leadership to work side by side on reaching economic development goals.

There are fiscal and organizational realities to maintaining the valued history and village character of downtown Powell. The role of managing and nurturing Powell's economic development potential is a full-time position. Allocating resources behind economic development leadership prepares Powell to have a stronger voice in how and where development occurs. Taking a proactive approach sets up the PDC and the City to be intentional in what it seeks and supports, as opposed to being reactive and pushing back against less desirable options.

After completing the data analysis and engaging Powell's business community and key leaders in the PDC and the City, Camoin Associates distilled the city's values and ambitions into five economic development goals. These five goal areas and related strategies act as a road map for the city as it brings on the additional capacity to proactively drive economic development. The PDC and the City will partner to execute the strategy, working closely together to manage resources and make informed decisions for the benefit of the community.

POWELL SNAPSHOT



JOBS

- 13,966: Number of jobs in the Powell ZIP Code, which accounts for nearly 1 in 7 jobs in Delaware County
- Jobs grew by 7.2% between 2017-2022, which was more than twice the rate seen by Delaware County and the Columbus Metro overall
- The employment base is projected to grow by another 15% in the next 10 years
- \$61,418: average annual earnings per job within the Powell ZIP Code



DEMOGRAPHICS

- 2000-2010 Population Growth: +72%
- 2010-2020 Population Growth: +16%
- Nearly three-quarters of the population has a college degree, more than double Ohio and the US
- \$165,058: Powell's median household income, which is more than double Ohio or the US
- 38.3: Powell's median age – slightly older than the Columbus metro but younger than Ohio or the US
- Powell has more residents 19 and younger and between 40-54 than the state overall



Key Findings | Economic Development Strategy

Powell's downtown village and distinct sense of place is a strength.

Industry data, stakeholder interviews, and market research point to the opportunities for Powell to harness its community assets in service of economic development. Powell's walkable downtown, unique village feel, and advantageous location between Columbus and the less developed area to the north provide opportunities for both community and economic development. Maintaining Powell's distinct character will be an asset in attracting a workforce and supporting local businesses. Supporting business growth will require a holistic view of economic development.

Overall, residents of Powell are well educated and high earners compared to both the region and country. Powell is well positioned to compete in the 21st-century economy, with 73% of adult residents holding at least a bachelor's degree. As a result, Powell's average household income is significantly higher than Delaware County, the Columbus metropolitan statistical area (MSA), and the state of Ohio.

Powell is defined by population growth even as regional growth slows. Powell has experienced growth over the past decade, as has the Columbus region as a whole. While the region and state expect a slower pace of growth in the coming decade, Powell is projected to continue to grow at a steady pace (as is Delaware County). This will have implications for housing, education, and development. These projections also are likely conservative, as several large-scale economic development projects have been announced in the last year.

Powell is gaining jobs, with further employment increases projected. Powell gained 943 jobs between 2017-2022, an increase of 7.2%. The Powell Zip Code is projected to gain 2,000+ jobs through 2032, which would represent an increase of nearly 15%.

Opportunities exist within the Health Care sector, office occupations (especially in tech-adjacent industries), and work-from-home jobs.

Between the Wexner Medical Center Outpatient Care facility and growth in senior and memory care facilities, Powell is poised to see demand for employment in Health Care. Intel's new facility will support the growth of Packaging, Logistics, and Transportation, and Professional Services in the area. Overall, Powell's workforce is well situated to meet the needs of these industries, but it will be important to be mindful of labor force needs.

To date, the PDC has assumed an important role in responding to the needs of businesses in the community. Some of its recent accomplishments include:

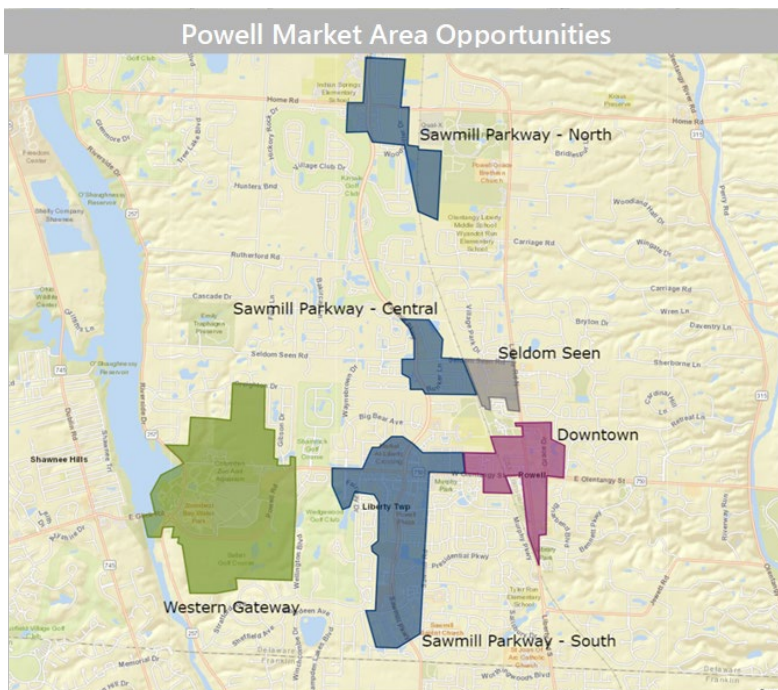
- Distributing \$228,000 to 30 small businesses using CARES Act grant program resources. The program provided reimbursements of up to \$10,000 per business to assist with COVID-19-related safety measures.
- The development of incentive and retention agreement programs for 12 entities that provided nearly \$100,000 in additional city income tax revenue annually. Currently, five agreements are in place.
- A City-owned property, 44 North Liberty, was leased to the Powell Development Corporation and renovated as a business incubator. It was then leased to a real estate firm before becoming home to the Chamber of Commerce.
- Partnering with City Council on a Real Estate Market Study, a Community Survey, and the development of an inventory of public and private land in the City of Powell.
- Arranging for six electric car charging stations subsidized by the PDC
- Creating a Powell PDC website.



Key Findings | Economic Development Strategy

Real Estate Summary

- **The Sawmill Parkway's southern market area constitutes the largest inventory of the six study areas** with 1.42 million square feet of commercial space (60% of the total).
- **The Downtown market area is a distant second in overall commercial space** with roughly one-fifth of the total commercial square footage (21%).
- **Retail dominates five out of the six market areas** with the Seldom Seen area being the sole exception. Here, two-thirds of all commercial real estate are offices, and nearly all of that is medical offices.



Office Space

- **Overall office vacancies in Powell register just 4.7%** — less than half of the rate seen throughout the greater Columbus metropolitan area.
- **Low vacancies have been driven in part by limited additions to the available inventory.** Over the past decade, a mere 37,000 square feet have been added to Powell's total office stock — an increase of less than 5%.
- **Medical offices account for one-quarter of all office space found in the study market areas**, but this share jumps to 93% in the northern market area of the Sawmill Parkway corridor.

Retail Space

- **Retail represents the largest portion of commercial real estate in the study areas**, accounting for 62% of total stock.
- **At 0.5%, retail vacancies in Powell are strikingly low** and less than half of the rates seen throughout the Columbus metropolitan area.
- **Tight supply has driven rental rates above those seen throughout the Columbus market in general**, but prices nevertheless remain more affordable than in neighboring Dublin and Polaris.
- **Several new additions have increased total retail inventories by more than 200,000 square feet (18%) over the past decade**, but strong demand has meant full absorption of this new space.

Key Findings | Economic Development Strategy

Industrial Space

- **Industrial uses (primarily warehousing) account for the smallest share of commercial real estate** in the six study areas, just 11% of the total.
- **Only the Downtown, Seldom Seen, and southern Sawmill Parkway market areas include any industrial real estate.** The other study areas have no industrial space whatsoever.
- **While demand is strong everywhere, limited availability has driven industrial vacancies throughout Powell down to 0.0%.** Industrial rental rates in Powell stand above the Columbus area average but are still more affordable than the nearby Dublin and Worthington sub-markets.

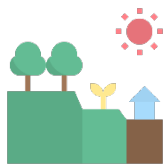
Land

- **A total of 180 acres of developable land can be found throughout the six study areas.** The northern market area of the Sawmill Parkway corridor shows the largest cumulative total with 72 acres.
- **While land within Powell's jurisdiction is mostly built up, there is more developable land surrounding the City's boundaries.** Outside of the six study market areas, an additional 800 acres of available land can be found in the Powell area (43065 ZIP Code).



Goal Areas | Economic Development Strategy

City of Powell Economic Development Vision: Powell continues its evolution as a small city with a village feel through intentional growth, close relationships with businesses, and a culture of “getting to yes.” The Action Plan Matrix, which includes a detailed breakdown for advancing these goal areas, can be found on page 25. Building on the vision framework and key findings from demographic, economic, and real estate data, as well as interviews and focus groups with local employers, real estate developers, City staff, and regional economic developers, the following goal areas and associated strategies were developed to guide the work of Powell and the PDC moving into the future.



ALIGN LAND USE TO ACHIEVE ECONOMIC DEVELOPMENT GOALS

Powell has historically been shaped by a pattern of irregular development, presenting challenges for the city’s services. Aligning the land use regulations to match economic development endeavors is enshrined in documents like the Comprehensive Plan and other planning work but is also a constantly evolving conversation as trends or new market opportunities arise. Targeting the redevelopment of aging or underutilized properties will be vital to continuing Powell’s evolution as the city is nearly built out. This includes actively seeking opportunities to assemble properties or pursue infill development.



SUPPORT GROWING INDUSTRIES AND RELATED OPPORTUNITIES

Powell is situated within a dynamic regional economy that is contributing to the shifts within the city. Historically, Powell has been and continues to be a bedroom community with an emphasis on residential development. Left to the whims of the market, that trend is likely to continue. With a renewed vision for economic development in place, Powell can work to capture jobs and businesses related to the region’s economic activity.

Industry opportunities for Powell:

- Health and related technologies
- Semiconductor technology-related opportunities
- Financial technology
- Professional services
- Remote working/coworking



ENHANCE POWELL’S VIBRANCY AND SENSE OF PLACE

One feature that gives Powell a competitive advantage is its small-town atmosphere and accessible, walkable downtown village. It provides a unique amenity for the community and opens up opportunities for right-sized development that maintains community character while creating economic vibrancy and community vitality. The amenities that support this sense of place include parking, wayfinding and other



Goal Areas | Economic Development Strategy

signage, lighting, and pedestrian walkways. This also includes a business mix that reflects evolving consumer sentiments. To encourage this activity, growing the PDC's grant and loan portfolio will help grow the toolbox of resources available to new and existing businesses in Powell.



EXPAND CITY CAPACITY AND CAPABILITY

As the city grows in scale, so do the responsibilities within the realm of economic development. To harness the City's vision, proactively address opportunities, and tackle challenges head-on, the economic and community development resources must be adequately supported. Even with a strong vision and community support, acting on the strategy to achieve the vision will be difficult if the City cannot implement it. Retaining a full-time economic and community development staff person is critical for the City to actively pursue its economic development goals.

Core responsibilities of new City of Powell economic development staff:

- Serve as point person for addressing community and economic development issues.
- Assist City leadership with executing community-based economic development strategies.
- Advance the goals and objectives of the PDC.
- Develop collaborative partnerships with local, regional, and state-based private, public, and institutional stakeholders.
- Establish business outreach, expansion, and retention program. Support planning and public improvements in the city.
- Market business development opportunities.



ENHANCE THE POWELL DEVELOPMENT CORPORATION'S CAPACITY

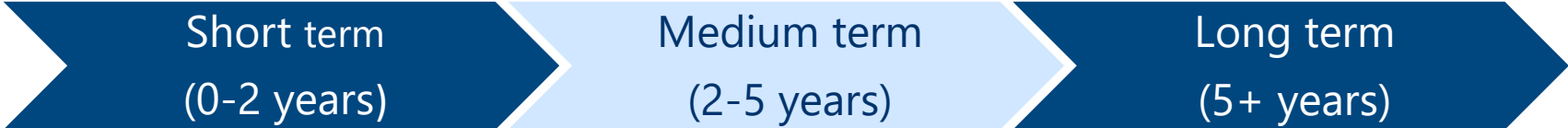
The PDC is the economic development organization for the City of Powell. To date, the PDC has served as a contributing partner of the City, helping to distribute financial support to businesses in response to the pandemic, assisting with meeting specific needs of the existing businesses, and acting as a conduit for improving properties and making investments in special projects. The PDC is prepared to amplify its impact by being more proactive and strategic with its programs and the deployment of resources.

Re-establishing PDC core responsibilities:

- Set the strategic direction of the PDC.
- Allocate funds and resources.
- Manage the PDC's assets.
- Help advise the new economic development staff person.

Powell Development Corporation Timeline of Strategies

This strategy anticipates that over the next five years, the PDC will continue to grow and evolve as a driver of economic development in Powell. The PDC will need to be able to incrementally increase its capacity and adapt as it expands its role. This should include working with City staff and meeting regularly with Powell’s business stakeholders to help further the City’s economic development vision. The figure below shows an overview of the timing of these strategies, corresponding to the first three goal areas of land use, supporting growth industries, and enhancing the vibrancy of Powell:



1. Develop operations plan and budget proposals
2. Enhance PDC’s professional expertise/capacity:
 - Finance
 - Real estate
 - Community and economic development
 - Legal
3. Marketing and promotion of City and PDC
4. Assist in site selection, acquisition, demolition, construction planning, and assembly of parcels

1. Provide an increasing level of support to the City across economic development functions
2. Standardize due diligence process and procedures
3. Targeted grantmaking, loans, and hard asset equity investments
4. Develop loan servicing and technical capacity

1. Manage solid real estate portfolio and related project investment on behalf of the City
2. Proactive and strategic use of resources and development of programs to meet new needs



Action Plan | Economic Development Strategy

GOAL AREA 1: ALIGN LAND USE TO ACHIEVE ECONOMIC DEVELOPMENT GOALS

STRATEGY 1.1 | TARGET THE REDEVELOPMENT OF AGING AND UNDERUTILIZED PROPERTIES

Within the boundaries of the city, there is little room for new development that would fit the vision and expectations for Powell moving forward. Therefore, redeveloping aging properties to fit desired uses for businesses will be necessary to bring products to market.

PRIORITY ACTIONS

- a. **Initiate conversations about the redevelopment of the City Hall site.** Given Powell's limited available land for redevelopment, the 13 acres that currently house City Hall and the police station could potentially be put to more productive use. The City, economic development staff, and the PDC should initiate conversations with developers about potential redevelopment options for the site. A potential mixed-use development could preserve green space, add housing, and provide new space for businesses and community amenities. This process of City Hall redevelopment should include a public component where Powell residents can be engaged in the process and provide feedback on proposals and designs at appropriate points in the project timeline.
- b. **Work to assemble properties to create desirable development parcels.** Historically, Powell has developed around market and developers/private interests rather than a planned structure from the City. In recent years, Powell has been proactive about marketing sites for development, including those at 25 and 44 North Liberty Street. The map on page 8 shows areas of focus for development in the City.

STRUCTURE OF RECOMMENDATIONS

Goal Area | Captures the major themes and subjects involved in Powell's economic development.

Strategy | Describes the actions to achieve Powell's economic development vision.

Priority Action | Describes the next steps for the City in each strategy.



Action Plan | Economic Development Strategy

AROUND POWELL: DEVELOPMENT OPPORTUNITIES

The southeast quadrant of Powell, including the downtown area and the southern portion of Sawmill Parkway, which has the most available office space within city limits. Efforts in this region should include a review of vacant parcels identified in the October 2022 Downtown Powell Investment Evaluation, as well as redevelopment of the current City Hall site.

In the northern and central Sawmill Parkway market areas, as well as the Seldom Seen market area, opportunities exist for medical office space to supplement the incoming Ohio State Wexner Medical Center Outpatient Care facility in Powell.

It will be important for Powell to find ways to collaborate with existing destinations and institutions, like the Columbus Zoo and Aquarium in the Western Gateway region near the city, especially as the zoo moves forward with expansion and capital projects. Powell is in a unique position to strategically align their messaging and business mix to capture a subset of visitors from the zoo.

As appropriate throughout Powell, the PDC should work with the City on a long-term strategy to acquire dilapidated units and property and proactively work with developers to ensure that parcels are being put to their best use.

- c. **Inventory properties for redevelopment and prioritize them.** Powell should maintain and update an inventory of available sites and make decisions about which properties are priorities for development based on size, infrastructure availability, zoning, and property owner willingness. A prioritized inventory of sites is a critical foundational step towards allocating limited public resources to the most impactful projects and recruiting private developer interest and investment in projects.
- d. **Actively market sites with development potential.** Building off the updated inventory of properties, review potential sites for development, create a vision for these sites in line with the economic development goals of the City, and market that vision to developers through a Request for Information/Request for Proposals process.
- e. **Market to regional developers.** As properties are assessed for their redevelopment opportunities, creating targeted marketing materials will help promote the City's vision and encourage collaboration with the private and public sectors on unique opportunities.



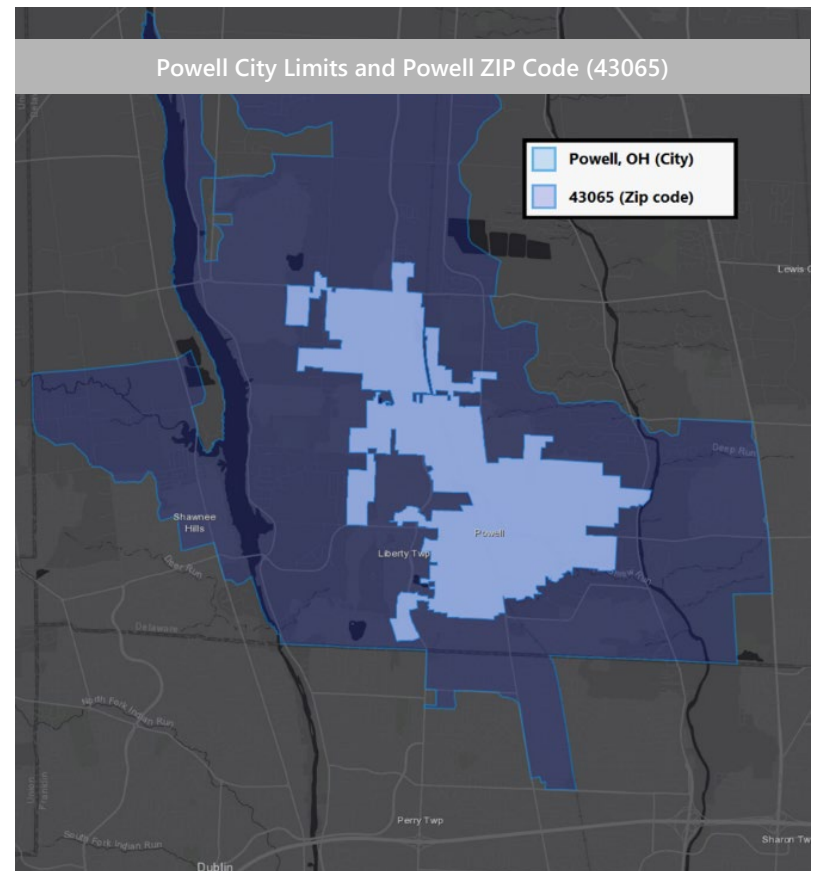
Action Plan | Economic Development Strategy

STRATEGY 1.2 | LEVERAGE LAND ASSEMBLY AND INFILL DEVELOPMENT OPPORTUNITIES

There are some parcels scattered throughout the city that have infill development potential, or that could be bundled together to create a larger parcel.

PRIORITY ACTIONS

- a. **Review potential regions for future land use and mindfully grow the city's footprint.** The City has actively considered its approach to land use expansion to consolidate its borders and allow for sensible development patterns as the area experiences growth. Powell's 2015 Comprehensive Plan outlines three unique potential development scenarios: an infill and redevelopment focus, a strategic annexation plan, a northward growth corridor approach, as well as a hybrid approach that was supported by both public sentiment and technical analysis at the time the plan was mapped out. Powell should formalize the approach it wishes to take toward land acquisition and revisit zoning to ensure that land is appropriately zoned for planned uses.
- b. **Work with regional partners to establish business needs in growing sectors to determine where Powell can support economic growth.** In conjunction with local businesses, OneColumbus, the Mid-Ohio Regional Planning Commission (MORPC), and the Mid-Ohio Development Exchange (MODE) continue to support business growth and development in line with regional trends and community needs in Powell.
- c. **Communicate growth plans transparently.** Map out future growth/land use potential and communicate this to businesses and residents at appropriate intervals. Keeping the community informed and ensuring that processes are transparent helps build community support for projects and helps attract talent to the PDC to support them in their economic development efforts.



Powell Market Area Opportunities

North and Central Sawmill Parkway and Seldom Seen Market Areas

Northern and central Powell are likely to see opportunities related to medical office space and professional services with the incoming Outpatient Care Powell facility slated for completion in 2025 at the northeast corner of Home Road and Sawmill Parkway.

Downtown Powell

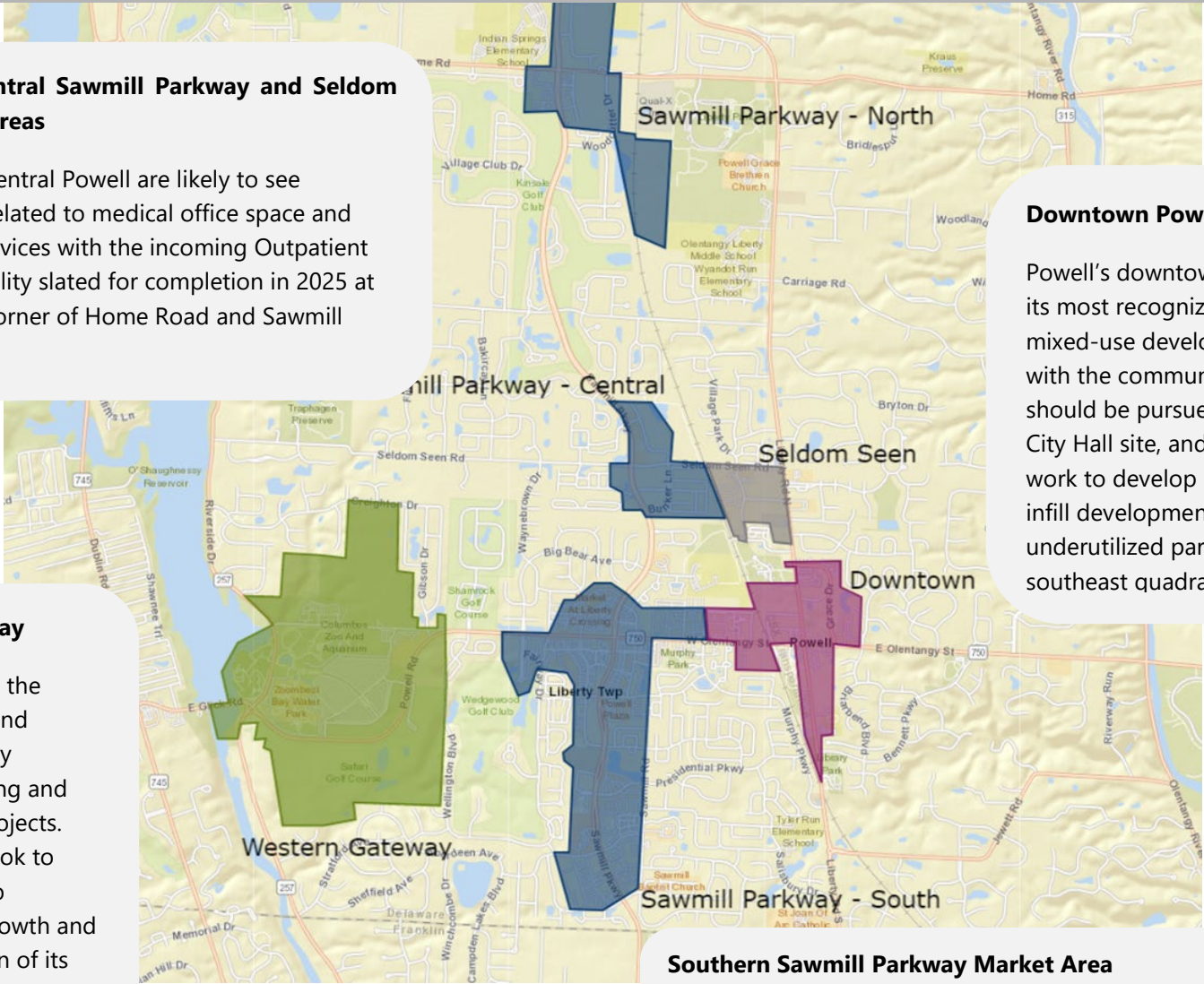
Powell's downtown village is one of its most recognizable features. New mixed-use development fitting in with the community's character should be pursued at the current City Hall site, and the City should work to develop a vision and bring infill development opportunities to underutilized parcels in the southeast quadrant of Powell.

Western Gateway

Collaborate with the Columbus Zoo and Aquarium as they complete ongoing and future capital projects. Powell should look to capitalize on zoo visitation and growth and capture a portion of its economic activity.

Southern Sawmill Parkway Market Area

The southern portion of Sawmill Parkway includes the largest amount of commercial and retail real estate already in place and is home to vacant medical and non-medical office space.



Action Plan | Economic Development Strategy

STRATEGY 1.3 | ENCOURAGE MIXED-USE AND HIGHER DENSITY DEVELOPMENT IN THE DOWNTOWN DISTRICT

The mixture of residential and commercial activity contributes to a vibrant and active downtown corridor. While apartments or condos are not preferred for every household, this style of living is in high demand across a range of age cohorts. The residential/commercial dynamic ensures frequent foot traffic and attracts other activities to the area as well.

PRIORITY ACTIONS

- a. **Identify parcels for mixed-use vertical development.** With a limited number of avenues for growth, Powell should pursue the development of parcels for mixed-use development. Powell's 2015 Comprehensive Plan calls for a set of mixed-use village and activity centers as well as options for residential mixed-use development.
- b. **Use market data to confirm consumer and housing demand.** As the population grows in Powell and the area surrounding the city, access to the latest in labor market data and consumer trends will ensure the City is aware of the market forces that may positively or negatively influence its businesses. While the goal is not to respond to every consumer trend, it is advantageous for the City's economic development leadership to recognize the city's competitive advantages as the region evolves. Powell should leverage regional partnerships and resources to stay up to date on these trends.
- c. **Revisit design guidelines and find ways to maintain appropriate community and historical character while still being inclusive of modern development options.** Powell's charm lies in its community character, and efforts should be made to find a balance between embracing what Powell is and has been while at the same time providing modern amenities and craftsmanship in new construction. Community members, developers, and the Planning and Zoning Board should be

PLANNING IN POWELL: HOUSING TYPES

Powell's 2015 Comprehensive Plan provides several examples of higher density housing development styles that are appropriate across various portions of the city. These include:

Mixed-Use/Commercial: 2-4-story buildings adjacent to public sidewalk, often with outdoor patios, shared and interconnected parking, and active first and/or second floor spaces.

Village Residential: High-quality architecture, reflecting the historic character of downtown. Small two-story lots with connected sidewalks and mixed brick and siding facades in various colors.

Mixed-Use/Activity Center: Durable 2-3-story buildings with lasting character that incorporate commercial and mixed-use residential spaces and include public and green spaces.

Mixed Residential: 2-3-story buildings set back from sidewalks that can include a variety of housing types, such as townhomes, small lot homes, and multi-level flats. It provides a residential base to support commercial activity in nearby mixed-use buildings and other neighborhood businesses.



Action Plan | Economic Development Strategy

engaged to collaborate and think through appropriate approaches to evolving development in the city.

- d. **Evaluate City zoning to ensure that desired development is allowed.** City staff is currently working to develop a faster and more streamlined zoning review process. In the longer term, Powell should evaluate zoning regularly to ensure that it is working toward the City's goals and not hindering them. Zoning revisions should encourage a broad range of commercial activity and continue to promote density, walkability, and quality of life. Powell's 2015 Comprehensive Plan calls for a "Code Diagnostic" that reviews zoning, subdivision, and development requirements for consistency with City plans, as well as revising regulations as necessary.

GOAL AREA 2: SUPPORT GROWING INDUSTRIES AND RELATED OPPORTUNITIES

STRATEGY 2.1 | WORK TO RETAIN AND ATTRACT BUSINESSES THAT FIT WITH THE GROWTH IN THE REGIONAL ECONOMY AND POWELL'S CURRENT AND FUTURE WORKFORCE

The City should continue to pursue opportunities related to growth sectors in the region. Powell is already experiencing growth in the Health Care sector, and its highly educated labor pool can support the development of businesses related to technology and tech manufacturing, financial and professional services, and entrepreneurship. Additional opportunities are also likely to arise out of the growth of remote working. The priority industries below reflect some of the key areas identified in the economic data portion of this strategy report.

PRIORITY INDUSTRIES

- a. **Health and Related Technologies.** Over the past few years, the Columbus MSA has seen several major healthcare-related projects announced in the region, including the Wexner Outpatient Medical Center which recently broke ground in Powell. Slated to open in 2025, the center is projected to eventually employ around 3,000 people and is the "largest economic development project to come to Powell."¹ It is part of a larger medical expansion strategy, including outpatient care centers in New Albany and Dublin. This follows significant growth in health care and social services employment in Powell in recent years (+18% between 2016 and 2021). These trends provide opportunities for companies that provide health-related services, including health technologies. Relative to other property types in the area, Powell has vacant medical office space suitable for supporting the growth of the Health Care sector, particularly in the southern portion of Sawmill Parkway and in the Seldom Seen market areas detailed in the real estate section of this report. Powell can also continue to look for ways to support the development of housing types that align with the range of wages provided at the Wexner Outpatient Medical Center.

¹ <https://wexnermedical.osu.edu/mediaroom/pressreleaselisting/powell-outpatient-care>



Action Plan | Economic Development Strategy

- b. **Semiconductor and Technology Manufacturing-related Opportunities.** Given the growth of Intel, Honda, LG, and other major employers that are active in the region, as well as the availability of significant federal and state funding for semiconductor businesses, it is projected that thousands of new workers and billions of dollars of investment will be moving into the Columbus region. A \$20 billion Intel chip manufacturing facility is projected to come online in New Albany in 2025, and a \$3.5 billion Honda battery factory located in Fayette County is set to be built by the end of 2024. Investment is coming into the region from the technology sector in multiple ways; JobsOhio reported a 134% statewide increase in venture capital funding for insurance tech between 2017 and 2019. These large-dollar investments create an environment that will attract technology-based industry partners and suppliers to the Columbus MSA. Powell can capitalize on these trends by investing in housing and amenities and supporting tech-related businesses and entrepreneurs. Powell should focus its efforts on the tech-adjacent opportunities and pressures to come over the next decade, including housing, workforce development, supporting amenities, and related technologies.
- c. **Financial Technology.** The Columbus region has been a hub of financial technology, and Powell, with its high levels of education, remote work opportunities, and access to walkable amenities, is well-positioned to take advantage of regional growth in the tech sector. [Business Facilities](#) ranked the Columbus MSA ninth for cities leading in fintech. CBRE ranked the Columbus region 31st in their [report](#) assessing North American tech hubs by the size of their tech talent pool. With billion-dollar investments from Google, Amazon, and Meta, the Columbus MSA is poised to become the Midwest Silicon Valley.

IN THE NEWS: REGIONAL ECONOMIC DEVELOPMENT PROJECTS

Ohio State Wexner Medical Center Outpatient Center Powell: The largest economic development project in Powell's history, this medical center will eventually employ 3,000 people, which will make it Powell's largest employer.

Intel's Ohio One advanced semiconductor campus: Intel is building a \$20 billion, 1,000-acre campus to create two new semiconductor chip manufacturing facilities in New Albany, slated for completion in 2025.

Honda electric vehicle battery factories: Honda has invested \$3.5 billion to create a new electric vehicle battery plant in Fayette County and has announced that they will repurpose existing plants in Anna and East Liberty to produce electric vehicles and components.



Rendering of Intel campus

Source: City of New Albany website, via Intel



Action Plan | Economic Development Strategy

- d. **Professional Services.** Powell already has strength in these industries, including lawyers, accountants, consultants, and other knowledge-based services. Powell's quality of life and existing infrastructure are amenable to sole proprietors, entrepreneurs, and small businesses, including those providing professional services who are working remotely.
- e. **Remote Working/Coworking.** Powell is likely to see more remote workers in the coming years, and the City will be able to capture income tax revenue from employees working from home. Efforts should be made to attract remote workers and help them patronize businesses during non-peak hours to the extent possible. Additionally, a coworking space in Powell could provide opportunities for startups and entrepreneurs, as well as increased foot traffic to downtown dining and retail establishments during lunch hours.
- f. **Entrepreneurship.** In addition to remote and coworking opportunities, Powell should seek to support local entrepreneurs and small businesses. Particularly in small communities, it can be easier to retain homegrown talent and business than to compete for expansion opportunities with other municipalities. Given Powell's highly educated workforce, opportunities exist to take advantage of the expanding knowledge economy and ongoing opportunities to support the development of small and independent businesses and entrepreneurs.

STRATEGY 2.2 | LEVERAGE PARTNERSHIPS THAT PREPARE THE REGIONAL WORKFORCE TO SUPPORT BUSINESSES IN POWELL

Powell should communicate regularly with partners like OneColumbus, Delaware County, JobsOhio, the Mid-Ohio Development Exchange (MODE), and the Mid-Ohio Regional Planning Commission (MORPC) to take advantage of training programs, leads, and business partnership opportunities. OneColumbus offers a source of expertise, tools, and research to help municipalities.

PRIORITY ACTIONS

- a. **Use shared resource management tools to pursue business retention and expansion (BRE).** Collaborate with OneColumbus and MODE to more deeply integrate with their business retention and expansion program to establish a list of city businesses and use that to start local conversations. OneColumbus in particular has access to resource management software tools that can help the City see which businesses are interested in relocating and collaborate in the short term to add capacity for Powell.

STRATEGY 2.3 | EVALUATE AND MONITOR POWELL'S HOUSING MARKET

Localities are most directly impacted by housing and have the most control over where and how local housing is built. Given the current state of the housing market and regional growth trends, the City will need to support the development of housing that is appropriate for the type of growth it seeks, that supports growing regional industries, and that helps provide continued dynamism and vibrancy to the city.

PRIORITY ACTIONS



Action Plan | Economic Development Strategy

- a. **Engage local and regional employers to understand workforce housing needs.** The City should engage Powell employers to understand the types of housing needed by employees and ways to support the development of workforce housing at price points that are appropriate for their workers. Where appropriate, the City can consider amending zoning ordinances to incentivize the production of housing affordable to the local workforce.
- b. **Work with developers to get to “yes” on new residential and mixed-use developments.** The City is already working in the northwest quadrant of Powell to develop housing and connect Depot Street through to the north. It should continue to work with developers, residents, and landowners to support the development of desired housing types as appropriate to support livability and economic growth.

GOAL AREA 3: ENHANCE POWELL’S VIBRANCY AND SENSE OF PLACE

STRATEGY 3.1 | WORK TOWARDS SCALING AMENITIES TO MATCH THE CHARACTER AND SCALE OF POWELL

While the collection of businesses and services is an important component of downtown’s character, the built landscape is just as important to creating an inviting space where people want to visit and stay. In the 2021 Powell Community Attitudes Survey, 67% of respondents reported that more pedestrian-friendly features were a high priority for downtown Powell.

PRIORITY ACTIONS

- a. **Parking.** Powell has already put a significant amount of work into improving the ability of residents and visitors to park in downtown Powell. The City should pursue public-private partnerships with local businesses and property owners to work together to find ways to support the development, access, and sharing of parking throughout downtown. This can be done through shared lots and adding lots when appropriate and should be a key consideration during the redevelopment of the City Hall site.
- b. **Wayfinding and signage.** Wayfinding systems can help citizens and tourists navigate your city more efficiently and safely. Developing a wayfinding system for your city will assist the community in highlighting amenities, assets, and benefits that the city has to offer. Robust wayfinding systems and clear signage can also support expanded parking, as visitors will feel comfortable parking slightly farther away from the downtown core. Expanded signage can also help point visitors to areas where more parking exists that may not be immediately apparent when driving into Powell. The City has already begun these efforts to improve signage, and the existing markers noting the Designated Outdoor Refreshment Area (DORA) are an example of the type of wayfinding features that can be incorporated into the design of downtown Powell.
- c. **Lighting.** Decorative lighting can add to the attractiveness of the area while also enhancing safety. Adding lights may also provide opportunities for businesses that once may have closed due to a lack of lighting and visibility to stay open later.



Action Plan | Economic Development Strategy

- d. **Walkability.** The walkable nature of downtown Powell is a key amenity of the area. It encourages people to patronize downtown businesses and enhances the village feel of the community. However, not all businesses are completely accessible via sidewalk, and some areas have been developed unevenly. Over time, Powell should continue to emphasize the city's walkability and expand, to the extent possible, the easily walkable portion of the downtown area.

STRATEGY 3.2 | GROW GRANT AND LOAN PORTFOLIO TO DIVERSIFY BUSINESS OFFERINGS

Powell's downtown offers many amenities, from dining and breweries to pet services and retail. As the downtown area continues to grow and develop, Powell should seek to increase its capacity to financially support desired development and diversify what is offered and available in its downtown core.

PRIORITY ACTIONS

- a. **Continue to build on strengths in restaurant and small-scale retail as part of a walkable downtown village area.** In the post-pandemic downtown, grocery stores, restaurants, gyms/fitness, and hair and nail salons have thrived and are projected to expand in the coming years. Powell also has strength in pet grooming and care businesses. In general, downtown retailers are moving into smaller spaces. Having a smaller footprint allows more businesses to co-locate in one building. Retailers require less labor due to the smaller store size. This smaller footprint also typically generates more sales tax per square foot. With consumers using digital commerce more frequently, retailers are using more and more digital platforms to sell items. Having a digital platform to sell items creates less need for a larger footprint.
- b. **Support further offerings for family entertainment.** Both interviews and the results from Powell's most recent community attitudes survey show that there is an appetite in Powell for increased opportunities for family entertainment. The current mix of offerings downtown caters more to adults, and future growth should consider the ability of families with children to access amenities in Powell and provide a wider range of activities and opportunities across the age spectrum.
- c. **Create a sustainable grant and loan portfolio to support business development and growth.** As the capacity of the PDC grows in line with City resources and capacity, expanding the small business resources across industries will help to diversify business offerings in the city. The range of resources might include a revolving loan fund, acquiring properties for development, managing assets, and supporting businesses through incentives and grants. The PDC has already proven it can act as a funding vehicle through prior work developing incentive and retention agreement programs, disbursing CARES Act grants, and adding community infrastructure such as electric vehicle charging stations. With greater capacity, the range of options available to the PDC should grow as well.



Action Plan | Economic Development Strategy

STRATEGY 3.3 | CONTINUE TO DEVELOP DOWNTOWN POWELL'S UNIQUE COMMUNITY ATMOSPHERE

Powell's downtown village is the core of the city as well as its most well-known asset. Interviews and engagement efforts throughout this economic development strategic process revealed that there are residents of the region who prefer Powell to other destinations because of its village character, walkability, and sense of place.

PRIORITY ACTIONS

- a. **Understand target markets for Powell and support market sectors/market segmentation attracted to Powell.** Powell is home to a significant number of highly educated working professionals and retirees. The characteristics of these professionals, according to Esri data, are of consumers with disposable income who are financially savvy and thoughtful around their finances. They are typically highly qualified in science, technology, law, or finance, and tend to have worked hard to build up their professional reputations and/or start-up businesses. As the largest consumer demographic in the City, this target market should be kept in mind as Powell looks toward development and business opportunities. Interviews and engagement with the Powell business community also suggested that there is a segment of visitors to Powell who prefer it to other regional destinations because they prefer the village downtown atmosphere to the more urban built environment of Columbus.
- b. **Use the City Hall redevelopment to help Powell evolve while maintaining a walkable village atmosphere.** A new mixed-use development at the site of the current City Hall and police station will help to add a built-in base of consumers located next to downtown businesses, provide options for modernizing retail options, and enhance the vibrancy of downtown more broadly.

GOAL AREA 4: EXPAND CITY CAPACITY AND CAPABILITY

STRATEGY 4.1 | EXPAND THE CITY'S ECONOMIC AND COMMUNITY DEVELOPMENT CAPABILITIES THROUGH STAFFING AND RESOURCES

As Powell continues to grow, it must maintain business relationships, pursue sustainable and thoughtful growth, implement programming, and develop in-house capacity.



Action Plan | Economic Development Strategy

PRIORITY ACTIONS

- a. **Hire a dedicated economic development employee.** Powell needs a dedicated economic development director or equivalent position who can devote a portion of their time to support the PDC in implementing the City's economic development strategy. The City has already created the option for the PDC to be funded through a portion of the City's income tax and one use of those funds may be to support some or all the salary of a new economic development position.
- b. **Grow staff and PDC capacity.** OneColumbus offers a source of expertise, tools, and research to help municipalities. Powell should communicate regularly with the Mid-Ohio Development Exchange (MODE), the Mid-Ohio Regional Planning Commission (MORPC), and JobsOhio and take advantage of training programs, leads, and business partnership opportunities. Working regionally gives City and the PDC access to more capacity and resources than they would have alone, and over time Powell can develop in-house capacity based on the best practices and resources provided by these organizations.
- c. **Partner with local groups.** The City should look for ways to partner with other local groups and organizations that have the capacity and resources to help expand the ability of Powell to create a sense of community and support economic growth. The Powell Chamber of Commerce is already a convening and coordinating body in the city, and where appropriate they should be leveraged to support events and partnership activities.

STRATEGY 4.2 | CONTINUOUSLY PROMOTE THE CITY'S ECONOMIC DEVELOPMENT VISION AND THE ROLE THAT BUSINESSES OR COMMUNITY MEMBERS CAN PLAY IN IT

For community economic development to be truly successful, it will require buy-in from local businesses and entrepreneurs. The City can support a cohesive collective vision for Powell through effective marketing, messaging, and communication with constituents.

STRATEGY HIGHLIGHT: CORE RESPONSIBILITIES OF THE NEW ECONOMIC DEVELOPMENT EMPLOYEE

- Serve as a point person for addressing community and economic development issues and encouraging a business-friendly climate.
- Assist City leadership with executing community-based economic development strategies.
- Advance the goals and objectives of the PDC.
- Develop collaborative partnerships with local, regional, and state-based private, public, and institutional stakeholders.
- Establish business outreach, expansion, and retention programming.
- Support planning and public improvements throughout the city.
- Market/promote business development opportunities.



Action Plan | Economic Development Strategy

PRIORITY ACTIONS

- a. **Continue to grow and refine the business roundtable series to address the needs of Powell businesses.** The City has already taken the step of more thoughtfully including the business community in conversations around the future of the community, opportunities for economic development, parking, staffing, and development changes happening at the city, and other issues that arise. Moving forward, Powell should continue to encourage transparency and straightforward communication and emphasize collaboration and problem-solving between City staff, businesses, and residents.
- b. **Proactively communicate zoning and regulations.** The City's reputation has improved over the past few years and as Powell continues to build capacity, the City should look for ways to maintain a high level of responsiveness and support to businesses and development opportunities.

STRATEGY 4.3 | OFFER PERIODIC FORUMS FOR PLANNING BOARDS/STAFF TO DISCUSS THE FUTURE OF THE CITY

City staff should work to access regular training and professional development opportunities to help facilitate alignment with the Planning Board, and strategy sessions should be held to maintain progress and ensure plans are moving forward.

PRIORITY ACTIONS

- a. **Annually review economic development strategy with staff and discuss progress made toward goals.** These sessions will give new staff an introduction to the City's economic development and other future planning goals as well as help longer-tenured staff stay up to date on the progress being made. Outside of these annual reviews, other periodic planning, strategy, and communication sessions should be held between city staff, PDC members, City Council, and Planning Board members.

STRATEGY 4.4 | MONITOR THE CAPACITY OF INFRASTRUCTURE AND SERVICES AS NEW PROJECTS ARE PROPOSED TO THE CITY

The City needs to ensure that infrastructure capacity is up to the task of development and redevelopment activities. To do this, Powell needs a clear understanding of its capacity across various types of infrastructure and services.



Action Plan | Economic Development Strategy

PRIORITY ACTIONS

- a. **Maintain open communication with Liberty Township Trustees and pursue opportunities for better provision of services.** With much of its irregular boundaries falling into the Powell ZIP Code, Powell will need to continue to work closely with Liberty Township to provide needed services to residents. As much as possible, the City and Township should work together to be aligned to facilitate development. The recent fire code alignment is a step in the right direction, and future cooperation and coordination around zoning, development, and infrastructure should be prioritized.
- b. **Collaborate internally with planning staff and public works.** City planning staff should meet on an ongoing basis to ensure that growth and development opportunities fit with the ability of Powell to provide services to residents.

STRATEGY 4.5 | DEVELOP AND IMPLEMENT COMMUNITY REINVESTMENT AREA

Powell has recently established a Community Reinvestment Area (CRA) for its downtown, giving the City the ability to provide tax abatements on improvements made from business expansion and relocation. This CRA will assist in revitalizing properties and negotiate incentives for multifamily residential, commercial, and industrial development projects.

PRIORITY ACTIONS

- a. **Market CRA program.** The City should market this program widely to Powell business owners, as well as prospective businesses considering relocation to Powell.

STRATEGY 4.6 | CONTINUE TO LOOK FOR OPPORTUNITIES TO COLLABORATE ON ECONOMIC DEVELOPMENT AND LAND USE WITH SURROUNDING TOWNSHIPS AND THE COUNTY

Powell is located within a dynamic metropolitan area where growth is occurring to both the north and south. In order to achieve its best and highest potential, Powell should look to partner with other municipalities and local governments where appropriate.

PRIORITY ACTIONS

- a. **Work together with Liberty Township and Delaware County on smart development.** By working together, all three entities can ensure that growth is mutually beneficial and aligned with community needs. Collaboration with Liberty Township could involve:
 - i. Updating the Comprehensive Economic Development Agreement (CEDA) between Powell and Liberty Township. The CEDA would require discussions about an updated framework around cooperation and the provision of fire, EMS, and other services.



Action Plan | Economic Development Strategy

- ii. A Joint Economic Development District (JEDD) Agreement with Liberty Township if the right opportunity presents itself. A JEDD with Liberty Township would need to be negotiated but could provide opportunities for expanding economic development for both the Township and City.

GOAL AREA 5: ENHANCE PDC CAPACITY

STRATEGY 5.1 | ADD CAPACITY FOR ECONOMIC DEVELOPMENT ACTIVITY

Currently, the PDC comprises six members, including supporting City staff. To expand its ability to conduct economic development work and advance industry and commercial activity in Powell, the PDC must add additional staff and commission capacity via resources and engagement.

PRIORITY ACTIONS

- a. **Grow and diversify the board.** To tackle economic development moving into the future, the PDC board should be expanded to include more members with expertise in business and finance, real estate, community development, and legal matters/local governance. Priority should be placed on recruiting members who bring skills and experience outside of the expertise provided by current members.
- b. **Clarify PDC's role.** Coming out of this strategic planning process, the PDC should develop an annual operations plan outlining the goals and objectives of the organization as they relate to the City's economic development strategy and track its performance and progress. The PDC can receive up to 5% of City income tax revenue, which is likely to be approximately \$900,000 in 2024, and a clear budget proposal outlining how the PDC intends to use some or all of this funding toward pursuing the goals of this Economic Development Strategy will be key in moving Powell forward.

STRATEGY HIGHLIGHT: CORE RESPONSIBILITIES OF THE PDC

Set the strategic direction of the PDC: The PDC would be responsible for developing an annual operations plan for the PDC. Include performance measures, monitor progress, and report impact.

Allocate funds and resources: The PDC would be responsible for deciding how to allocate the funds and resources of the development commission, including conducting a review of the due diligence required to disburse loans and grants and invest in real estate.

Manage assets: The PDC would be responsible for managing any assets owned, to be developed, or managed by the PDC, including real estate.

Help advise the new economic development staff person: Work collaboratively with that person to implement the annual operations plan.



Action Plan | Economic Development Strategy

- c. **Coordinate with the City's new economic development employee to help support further the PDC's work.** As noted in Goal Area 4, Powell should hire a dedicated economic development professional tasked with supporting the PDC and increasing its capacity to take on economic development-related activities. This staff member will help the PDC to conduct core economic development functions in collaboration with businesses, community organizations, regional partners, and governments.

STRATEGY 5.2 | TAKE A MORE ACTIVE APPROACH IN MARKETING POWELL

The PDC has an opportunity to help become the face of Powell's economic development efforts and to help Powell build its reputation as a great place to live, play, and work.

PRIORITY ACTIONS

- a. **Update and improve the PDC website.** The PDC is currently still listed as the Powell Community Improvement Corporation on the website. Following the acceptance of this Economic Development Strategy, the PDC should update its web presence to reflect the full scope of its activities, let residents, businesses, and potential partners know its priorities and goals, and market itself to recruit other members that can assist in Powell's development.
- b. **Engage regional partners.** To help the PDC build regional awareness and capacity, it should participate in regular communications with partners such as Delaware County, Liberty Township officials, the Mid-Ohio Regional Planning Commission (MORPC), and the Mid-Ohio Development Exchange (MODE), and work with OneColumbus to access resources related to business retention and expansion.

REAL WORLD EXAMPLES: CIC ACTIVITY IN OHIO

- **Bexley mixed-income housing development:** Bexley's CIC has worked with a nonprofit developer partner to identify and strategize opportunities for mixed-income housing.
- **Trotwood Funk Music Hall of Fame and Exhibition Center:** The Trotwood CIC is supporting the redevelopment of a former Sears building to bring the Dayton Funk Center to their community as a museum and venue for music and art.
- **Painesville development grants:** Painesville's CIC provides economic and community grants to local organizations to support economic development, civic participation, and business improvements and operations.
- **Expand Greater Springfield:** Created as a partnership between the City of Springfield, Clark County, and the Chamber of Commerce of Greater Springfield, this CIC has worked on industrial park development, business retention and expansion projects, and workforce development. It also works regionally with the Greater Springfield Partnership on economic development initiatives.



Action Plan | Economic Development Strategy

STRATEGY 5.3 | EXECUTE THE ECONOMIC DEVELOPMENT STRATEGY AND DEVELOP THE ABILITY TO ADVANCE REAL ESTATE PRIORITIES

Once the PDC has marketed itself and built up its capacity, it should take the following priority actions.

PRIORITY ACTIONS

- a. **Provide increased support to the City's economic development functions.** The PDC should, over time, develop its ability to conduct economic development functions for Powell in conjunction with City staff. These activities would include the development of an operations plan, with City Council oversight, and the creation of a structured lending program to complement local commercial lenders and assist in the growth of local businesses.
- b. **Assume a more active role in real estate projects and site development.** At full capacity, within the next 3 to 5 years, the PDC should expect to continue to provide increasingly greater support to Powell with economic development functions, including managing a solid real estate portfolio and related investments on behalf of the City.



GOAL AREA 1
Align land use to achieve economic development goals

#	Strategy	Priority Actions	Partners	Resources / Priority
1.1	Target the redevelopment of aging and underutilized properties	<ul style="list-style-type: none"> a) Initiate conversations about the redevelopment of the City Hall site. b) Work to assemble properties to create desirable development parcels. c) Inventory properties for redevelopment and prioritize them. d) Actively market sites with development potential. e) Market to regional developers. 	<p>State of Ohio (see Resource Guide on page 32)</p> <p>Private developers</p> <p>Property owners</p>	<p>\$\$ Some new investments, staff time, or resources are needed</p> <p>Priority</p> <p>HIGH</p>
1.2	Leverage land assembly and infill development opportunities	<ul style="list-style-type: none"> a) Review potential regions for future land use and mindfully grow the city's footprint. b) Work with regional partners to establish business needs in growing sectors to determine where Powell can support economic growth. c) Communicate growth plans transparently. 	<p>State of Ohio (see Resource Guide on page 32)</p> <p>Planning Board</p>	<p>\$ Minimal new resources needed</p> <p>Priority</p> <p>HIGH</p>

GOAL AREA 1
Align land use to achieve economic development goals

#	Strategy	Priority Actions	Partners	Resources / Priority
1.3	Encourage mixed-use and higher density development in the downtown district	<ul style="list-style-type: none"> a) Identify parcels for mixed-use vertical development. b) Use market data to confirm consumer and housing demand. c) Revisit design guidelines and find ways to maintain appropriate community and historical character while still being inclusive of modern development options. d) Evaluate City zoning to ensure that desired development is allowed. 	<p>State of Ohio (see Resource Guide on page 32)</p> <p>Private developers</p> <p>Property owners</p>	<p>\$\$ Some new investments, staff time, or resources are needed</p> <p>Priority</p> <div style="background-color: #f4d03f; padding: 5px; display: inline-block; border-radius: 3px;">HIGH</div>

GOAL AREA 2

Support growing industries and related opportunities

#	Strategy	Priority Actions	Partners	Resources / Priority
2.1	Work to retain and attract businesses that fit with the growth in the regional economy and Powell's current and future workforce	Priority industries include: <ol style="list-style-type: none"> Health and related technologies Semiconductor and technology manufacturing-related opportunities Financial technology Professional services Remote working/coworking Entrepreneurship 	One Columbus Mid-Ohio Regional Planning Commission Powell Area Chamber of Commerce State of Ohio (see Resource Guide on page 32)	\$\$ Some new investments, staff time, or resources are needed Priority <div style="background-color: #f0e68c; padding: 5px; display: inline-block;">HIGH</div>
2.2	Leverage partnerships that prepare the regional workforce to support businesses in Powell	<ol style="list-style-type: none"> Use resources management tools to pursue business retention and expansion (BRE). 	One Columbus Powell Area Chamber of Commerce State of Ohio (see Resource Guide on page 32)	\$\$ Some new investments, staff time, or resources are needed Priority <div style="background-color: #cfe2f3; padding: 5px; display: inline-block;">MEDIUM</div>
2.3	Evaluate and monitor Powell's housing market	<ol style="list-style-type: none"> Engage local and regional employers to understand workforce housing needs. Work with developers to get to "yes" on new residential and mixed-use developments. 	Planning Board Development Department State of Ohio (see Resource Guide on page 32)	\$ Minimal new resources needed Priority <div style="background-color: #f0e68c; padding: 5px; display: inline-block;">HIGH</div>

GOAL AREA 3

Enhance Powell's vibrancy and sense of place

#	Strategy	Priority Actions	Partners	Resources / Priority
3.1	Work towards scaling amenities to match the character and scale of Powell	<p>These amenities include:</p> <ul style="list-style-type: none"> a) Parking b) Wayfinding and signage c) Lighting d) Walkability 	<p>Planning Board Development Department Public Services</p>	<p>\$\$ Some new investments, staff time, or resources are needed</p> <p>Priority</p> <p>HIGH</p>
3.2	Grow grant and loan portfolio to diversify business offerings	<ul style="list-style-type: none"> a) Continue to build on strengths in restaurant and small-scale retail as part of a walkable downtown village area. b) Support further offerings for family entertainment. c) Create a sustainable grant and loan portfolio to support business development and growth. 	<p>State of Ohio (see Resource Guide on page 32)</p>	<p>\$\$\$ Significant new investments, staff or additional resources are needed</p> <p>Priority</p> <p>HIGH</p>
3.3	Continue to develop downtown Powell's unique community atmosphere	<ul style="list-style-type: none"> a) Understand target markets for Powell and support market sectors/market segmentation attracted to Powell. b) Use the City Hall redevelopment to help Powell evolve while maintaining a walkable village atmosphere. 	<p>State of Ohio (see Resource Guide on page 32)</p>	<p>\$\$ Some new investments, staff time, or resources are needed</p> <p>Priority</p> <p>IMMEDIATE</p>

GOAL AREA 4
Expand City capacity and capability

#	Strategy	Priority Action	Partners	Resources / Priority
4.1	Expand the City's economic and community development capabilities through staffing and resources	<ul style="list-style-type: none"> a) Hire a dedicated economic development employee. b) Grow staff and PDC capacity. c) Partner with local groups. 	Ohio Economic Development Association City Council Mid-Ohio Development Exchange Mid-Ohio Regional Planning Commission One Columbus Powell Area Chamber of Commerce	\$\$\$ Significant new investments, staff time, or additional resources are needed Priority <div style="background-color: #f4a460; padding: 5px; display: inline-block;">IMMEDIATE</div>
4.2	Continuously promote the City's economic development vision and the role that businesses or community members can play in it	<ul style="list-style-type: none"> a) Continue to grow and refine the business roundtable series to address the needs of Powell businesses. b) Proactively communicate zoning and regulations. 	Powell Area Chamber of Commerce Local businesses	\$ Minimal new resources needed Priority <div style="background-color: #f4a460; padding: 5px; display: inline-block;">IMMEDIATE</div>
4.3	Offer periodic forums for planning boards/staff to discuss the future of the city	<ul style="list-style-type: none"> a) Annually review economic development strategy with staff and discuss progress made toward goals. 	Planning Board City Council	\$ Minimal new resources needed Priority <div style="background-color: #a4c6e0; padding: 5px; display: inline-block;">MEDIUM</div>

GOAL AREA 4
Expand City capacity and capability

#	Strategy	Priority Action	Partners	Resources / Priority
4.4	Monitor the capacity of infrastructure and services as new projects are proposed to the City	a) Maintain open communication with Liberty Township Trustees and pursue opportunities for better provision of services. b) Collaborate internally with planning staff and public works.	Public Services Delaware County Liberty Township	<i>\$ Minimal new resources needed</i> Priority <div style="background-color: #fff9c4; padding: 5px; display: inline-block;">HIGH</div>
4.5	Develop and implement Community Reinvestment Area	a) Market CRA program.	Existing and prospective businesses	<i>\$ Minimal new resources needed</i> Priority <div style="background-color: #fff9c4; padding: 5px; display: inline-block;">HIGH</div>
4.6	Continue to look for opportunities to collaborate on economic development and land use with surrounding townships and the county	a) Work together with Liberty Township and Delaware County on smart development.	Delaware County Liberty Township	<i>\$ Minimal new resources needed</i> Priority <div style="background-color: #d9e1f2; padding: 5px; display: inline-block;">MEDIUM</div>

GOAL AREA 5
Enhance Powell Development Corporation capacity

#	Strategy	Priority Action	Partners	Resources / Priority
5.1	Add capacity for economic development activity	<ul style="list-style-type: none"> a) Grow and diversify the board. b) Clarify PDC's role. c) Coordinate with the City's new economic development employee to help support further the PDC's work. 	Business/community leaders City of Powell Finance Department	<i>\$\$\$ Significant new investments, staff, or additional resources are needed</i> Priority <div style="background-color: #f4a460; padding: 5px; display: inline-block;">IMMEDIATE</div>
5.2	Take a more active approach in marketing Powell	<ul style="list-style-type: none"> a) Update and improve the PDC website. b) Engage regional partners. 	Web designer Delaware County Liberty Township Mid-Ohio Regional Planning Comm. Mid-Ohio Development Exchange One Columbus	<i>\$\$ Some new investments, staff time, or resources are needed</i> Priority <div style="background-color: #f4a460; padding: 5px; display: inline-block;">IMMEDIATE</div>
5.3	Execute the economic development strategy and develop ability to advance real estate priorities	<ul style="list-style-type: none"> a) Provide increased support to the City's economic development functions. b) Assume a more active role in real estate projects and site development. 	City Council Development Services City of Powell Finance Department	<i>\$ Minimal new resources are needed</i> Priority <div style="background-color: #f4c98c; padding: 5px; display: inline-block;">HIGH</div>

State of Ohio Economic Development and Redevelopment Resources

In addition to diversifying the municipal and regional level grant and loan programs, the PDC can look to statewide incentives to help foster business development in its target sectors. Each of the following incentives is offered by the state's Department of Development. While every business will require individualized support to find incentives that meet its needs, the State resources are valuable tools in the PDC's toolbox.

Incentive Name	Description	Application to City of Powell
<p>Regional 166 Direct Loan Servicing</p>	<p>The Regional 166 Direct Loan Program promotes economic development, business expansion, and job creation and/or retention by providing low interest loans to businesses that may have limited access to adequate capital from private sources of financing.</p> <p>The program uses seven local economic development agencies ("Regional Administrators") to underwrite and help administer it. These Regional Administrators are distributed around the state, and are responsible for application collection, review, and initial approvals. They have robust economic development financing capacity, and possess strong relationships with the local financial institutions, businesses, and technical assistance communities that target aid to small businesses.</p>	<p>This resource assists in supporting growing industries and related opportunities (Goal Area 2).</p>
<p>Ohio Arts Economic Relief Grant Program</p>	<p>The Ohio Arts Economic Relief Grant Program was created to provide grants to performing arts organizations or operators of cultural arts museums in the state of Ohio. The grants can be used to defray the organization's or operator's operating expenses.</p> <p>Grants are awarded to eligible applicants on a first-come, first-served basis, with priority given to applicants that did not previously receive funding from the Ohio Arts Council pursuant to the CARES Act.</p>	<p>This resource supports enhancing Powell's vibrancy and sense of place (Goal Area 3).</p>
<p>The Collateral Enhancement Program</p>	<p>The Ohio Department of Development's Collateral Enhancement Program 2.0 (CEP) was created to facilitate increased lending by financial institutions to small businesses, minority-owned businesses, and women-owned businesses that need access to capital for growth or expansion. The CEP supports lender loans that might otherwise be unavailable because of a collateral shortfall. The program supplies pledged cash collateral deposit accounts — or allocations for credit unions and community development financial institutions (CDFI) — to lending institutions to enhance collateral coverage on business loans. The program is designed to target certain situations where there is insufficient collateral value to make the loan.</p>	<p>This resource assists in supporting growing industries and related opportunities (Goal Area 2).</p>

State of Ohio Economic Development and Redevelopment Resources

Incentive Name	Description	Application to City of Powell
Ohio Community Reinvestment Area	<p>The Ohio Community Reinvestment Area program is an economic development tool administered by municipal and county governments that provides real property tax exemptions for property owners who renovate existing, or construct new, buildings. Community Reinvestment Areas (CRAs) are areas of land where property owners can receive tax incentives for investing in real property improvements. The program is delineated into two distinct categories, those created prior to July 1994 ("pre-1994") and those created after July 1994 when law changes went into effect. This program permits municipalities or counties to designate areas where investment has been discouraged as a CRA to encourage revitalization of the existing housing stock and the development of new structures.</p>	<p>This resource supports enhancing Powell's vibrancy and sense of place (Goal Area 3).</p> <p>This resource supports aligning land uses to achieve economic development goals (Goal Area 1).</p>
Ohio Enterprise Bond Fund Servicing	<p>The Ohio Enterprise Bond Fund provides assistance to businesses that have been previously approved for a loan by the State of Ohio Controlling Board.</p>	<p>This resource assists in supporting growing industries and related opportunities (Goal Area 2).</p>
Ohio Capital Access Program	<p>The Ohio Capital Access Program (OCAP) is a loan portfolio insurance program, similar to a loan guarantee, that enables small businesses to obtain credit to help them grow and expand. Since 2002, the OCAP has assisted countless small businesses with their working capital and fixed-asset financing needs. In OCAP, when a participating lender originates a loan, the lender and borrower combine to contribute a percentage of the loan (from 3% to 6%) into a reserve fund, held by the lender.</p> <p>The Ohio Department of Development also sends a state contribution to the lender-held reserve fund. Each lender's total OCAP reserve fund is available to cover losses on any loan in the lender's OCAP portfolio. OCAP loans are originated and serviced by the lender.</p>	<p>This resource supports enhancing Powell's vibrancy and sense of place (Goal Area 3).</p> <p>This resource supports aligning land uses to achieve economic development goals (Goal Area 1).</p>
Ohio Job Creation Tax Credit	<p>This program provides information for businesses that have previously been approved for a tax credit by the Tax Credit Authority (Authority) regarding the agreement process, the amendment process, and reporting requirements. Projects approved by the Authority are required to enter into a tax credit agreement summarizing the commitments and compliance requirements pursuant to the Ohio Revised Code and Ohio Administrative Code.</p>	<p>This resource assists in supporting growing industries and related opportunities (Goal Area 2).</p>

State of Ohio Economic Development and Redevelopment Resources

Incentive Name	Description	Application to City of Powell
Ohio Enterprise Zone	The Ohio Enterprise Zone Program is an economic development tool administered by municipal and county governments that provides real and personal property tax exemptions to businesses making investments in Ohio. Enterprise zones are designated areas of land in where businesses can receive tax incentives in the form of tax exemptions on eligible new investment. The Enterprise Zone Program can provide tax exemptions for a portion of the value of new real and personal property investment (when that personal property is still taxable) when the investment is made in conjunction with a project that includes job creation. Existing land values and existing building values are not eligible (except as noted within rare circumstances).	This resource supports enhancing Powell's vibrancy and sense of place (Goal Area #). This resource supports aligning land uses to achieve economic development goals (Goal Area 1).
Ohio Micro-Loan Program	This loan program is designed to stimulate the growth of new and existing businesses by providing micro-loans at 0% interest. The minimum loan amount is \$10,000 to a maximum of \$45,000. Loans will be repaid within five years for permanent working capital and seven years for equipment. The business must have its principal place of business and its business operations located in Ohio.	This resource assists in supporting growing industries and related opportunities (Goal Area 2).
Transformational Mixed-Use Development Program	The Transformational Mixed-Use Development Program provides a tax credit against development costs incurred during the construction of a project that will be a catalyst for future development in its area. A development includes new construction and/or improvement of vacant buildings that will have a major economic impact on the site and the surrounding area. This development must be a combination of retail, office, residential, recreation, structured parking, and other similar uses into one mixed-use development.	This resource supports aligning land uses to achieve economic development goals (Goal Area 1). This resource supports enhancing Powell's vibrancy and sense of place (Goal Area 3).

APPENDICES

APPENDIX I: DEMOGRAPHIC AND ECONOMIC PROFILE

APPENDIX II: REAL ESTATE PROFILE

APPENDIX III: DATA SOURCES



Appendix I: Demographic and Economic Profile



Demographic & Economic Profile

SUMMARY

As part of the initial research for the City of Powell, Camoin Associates gathered and analyzed demographic and socioeconomic data to assess the existing conditions in the City and surrounding region. This information was used as background to help support development of the economic development strategy and inform the engagement process. While the City of Powell (and Powell zip code, depending on data availability) was the primary focus of this analysis, other statistics were also included for Delaware County, the Columbus MSA (Metropolitan Statistical Area), the State of Ohio, and the United States.

Key Takeaways

Powell is defined by population growth even as regional growth slows. Powell has experienced growth over the past decade, as has the Columbus region as a whole. While the larger metro region and Ohio overall project less growth in the coming decade, Powell is projected to continue to grow at a steady pace (as is Delaware County). This will have implications for housing, education, and development.

Residents of Powell are well educated, and high earners compared to both the region and country. Powell is well positioned to compete in the 21st century economy, with 73% of adults holding a bachelor's degree or higher. Related to this, Powell's average household income is significantly higher than either Delaware County, the Columbus MSA (metropolitan statistical area), and the state of Ohio overall.

Powell has a greater share of children and teenagers (0-19) than Ohio or the Columbus Metro region, with the largest adult share of its population adults between 40-59. This high share of young residents and working age adults means that Powell's current and long-term labor force outlooks are strong and indicates that economic development in the City should take extra care to emphasize families with children.

Almost all employed Powell residents commute outside the City to work, and most of those who work in Powell live elsewhere. As of 2020, 97% of Powell residents commute outside the City to work elsewhere and 93% of those who work in Powell commute in from other communities. 85% of Powell residents commuting to work travel less than 25 miles, with Columbus the most common destination.

Powell is gaining jobs, with further employment increases projected. Powell gained 943 jobs between 2017-2022, an increase of 7.2%. The Powell Zip Code is projected to gain 2,000+ jobs through 2032, which would represent an increase of nearly 15%.

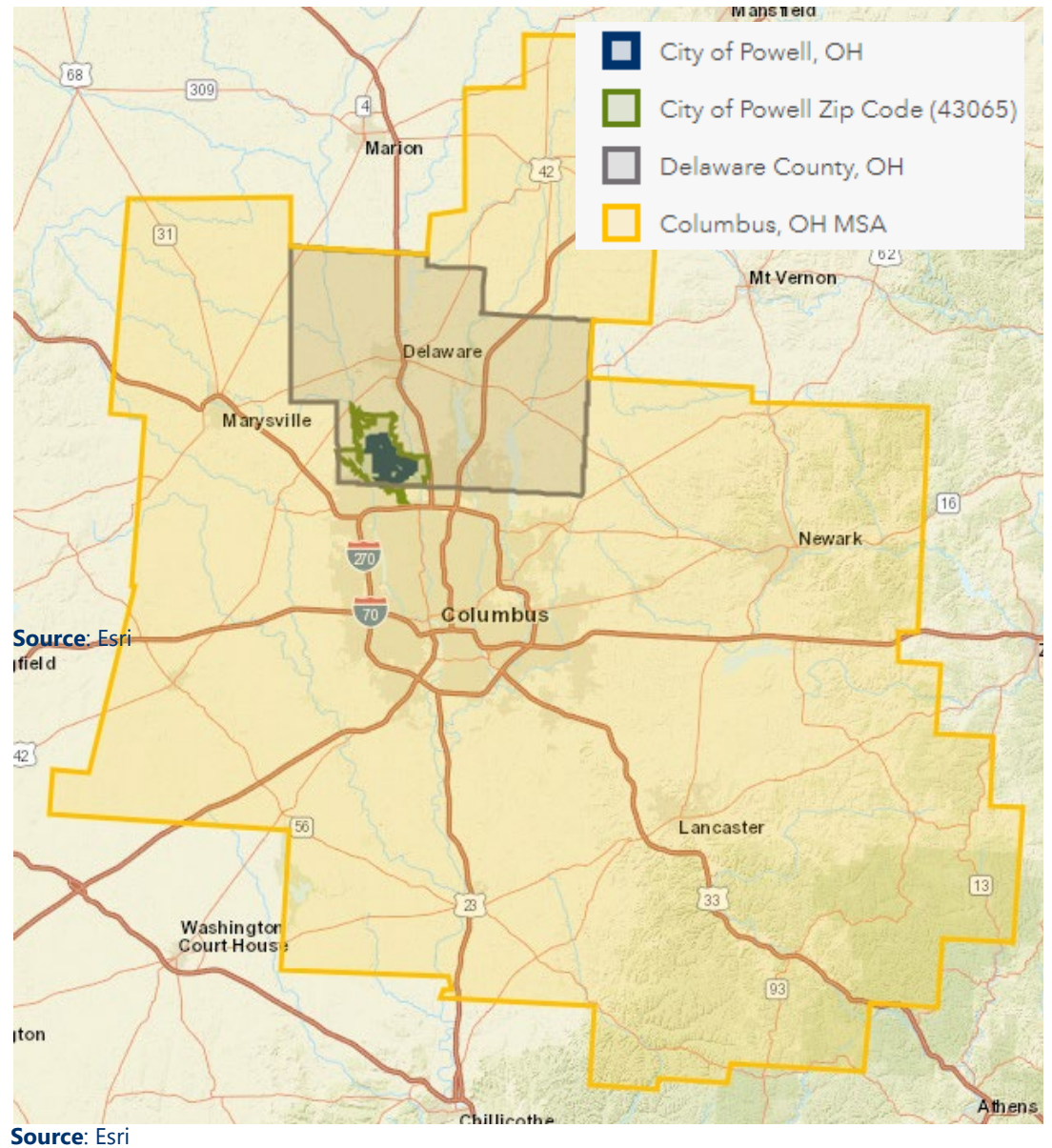
Powell's most concentrated sector is Arts, Entertainment, and Recreation, with Health Care and Social Assistance, Accommodation and Food Services, and Retail Trade the other largest sectors. The Arts, Entertainment, and Recreation sector is 8x more concentrated in the Powell Zip Code than the US average and makes up 12.8% of area jobs. Health Care and Social Assistance (13.3%), Accommodation and Food Services (12%), and Retail Trade (11.7%) are the other largest sectors. Combined, those 4 sectors comprise just under 50% of all jobs in Powell.



Areas of Study

Regional Study Area: Delaware County, Columbus MSA, Ohio, & United States

Demographic, socioeconomic, business, and industry trends were analyzed in Powell. In addition to data specific to Powell, data was also collected and analyzed for Delaware County; the Columbus Metropolitan Statistical Area (MSA); the State of Ohio, and the United States. The accompanying map provides context of how these geographies line up and displays the Columbus MSA, Delaware County, the City of Powell Zip Code, and the City of Powell.

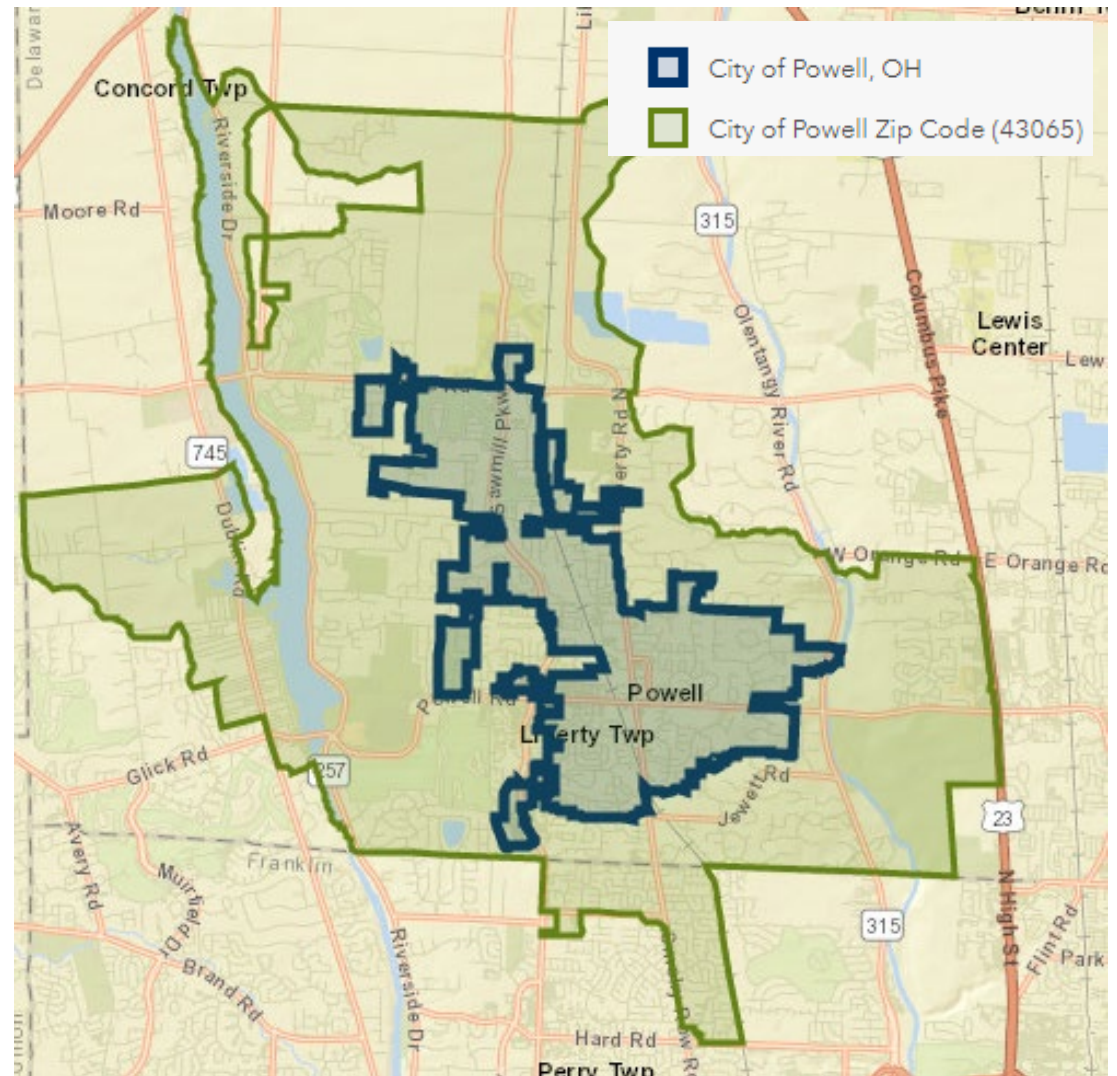


Geography of Lightcast Data

For demographic data (primarily from Census and Esri) analysis of Powell conforms to the expected **city limits**. However, the data for Lightcast is limited for geographies below a certain population threshold and instead their geographic definition is available by **zip code areas**.

In this map we see the difference between these geographic definitions with the Powell **city limits** in a darker blue color and the **zip code** in a lighter shade.

For the sections containing employment, occupational and other economic data from Lightcast, the definition for "Powell" will expand to include the larger **zip code area** that includes all of Powell's incorporated area but also extends to the entire zip code area 43065.



Source: Esri



Demographic Summary of Powell

Population (2022)

- The 2022 population of the **City of Powell is 15,050**.
- This is 6.7% of the population of Delaware County.
- Since 2010, the population of the City has **increased by 2,869**.
- The population is **projected to increase by 1,126** by 2027.

Median Age (2022)

- **The Median Age is 38.2** in the City of Powell in 2022.
- **Median Age has increase by 0.5 years** since 2010.
- The median age in the City is lower than the County, State and US median age.

Diversity (2022)

- The Hispanic and BIPOC share of the population is 18.6% in the City of Powell.
- This share lags behind the State of Ohio (24.6%) and the US as a whole (42.7%).

Educational Attainment (2022)

- **Nearly ¾ of residents have a college degree (73%)**, a higher share than the County (58%) and the State (31%).
- 99% of the City of Powell residents have at least a high school diploma

Household Income (2022)

- **Median Household Income is \$165,038 in the City of Powell**, more than double the State median income (\$62,419) and higher than the County (\$114,216)
- There is a larger share of households earning more than \$150,000 in the City of Powell than at the County and State levels.

Migration

- **7.1% of the Population Migrated into the City of Powell**
- Compared to 11.6% for the County and 13.4% for the State
- 55% of the in-migration into the City of Powell came from a different county within Ohio.

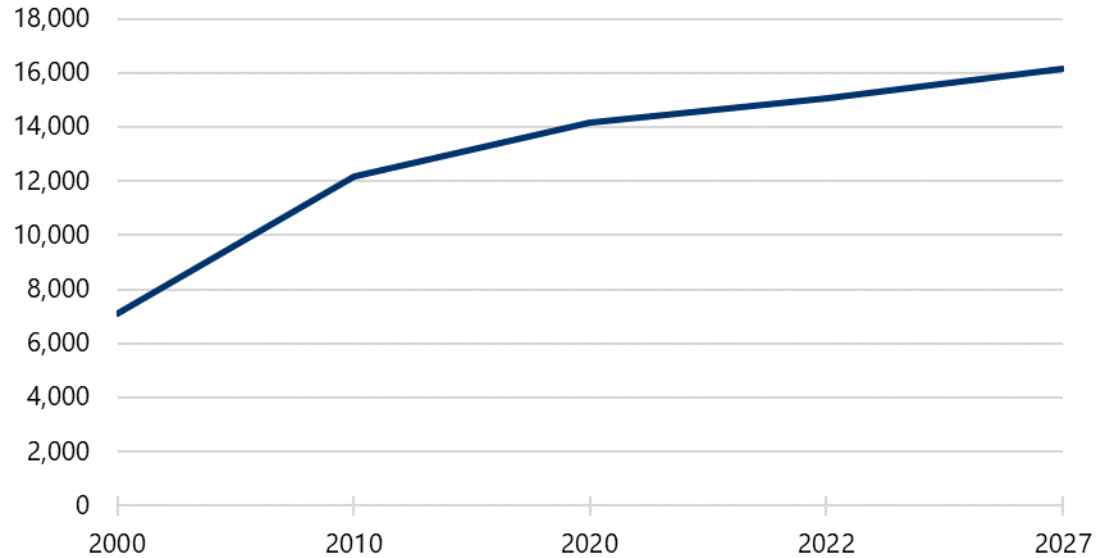


Population Growth, City of Powell

Powell’s population increased 16% between 2010 and 2020, a marked slowdown compared to the previous decade’s growth of +72%.

The City of Powell had a population of 15,050 as of 2022, an increase of 6.3% since 2020. This level of population growth experienced between 2010 and 2020 (+1,982) pales in comparison to the growth experienced between 2000 to 2010 when the City added 5,078 people (nearly triple).

City of Powell Population Growth by Year



Source: Decennial Census, Esri

Future growth expected to look more like recent trends.

The projected population growth for the area is to add another 1,176 people to rise to a 2027 total population of 16,176. This population growth will continue to put pressure on Powell’s housing market and create a need for additional housing units.

Population and Population Change, City of Powell

	2000	2010	2020	2022	2027
Population	7,103	12,181	14,163	15,050	16,176
Population Change		5,078	1,982	887	1,126
Population Percent Change		71.5%	16.3%	6.3%	7.5%

Source: Decennial Census, Esri



Population Growth, Regional Comparison

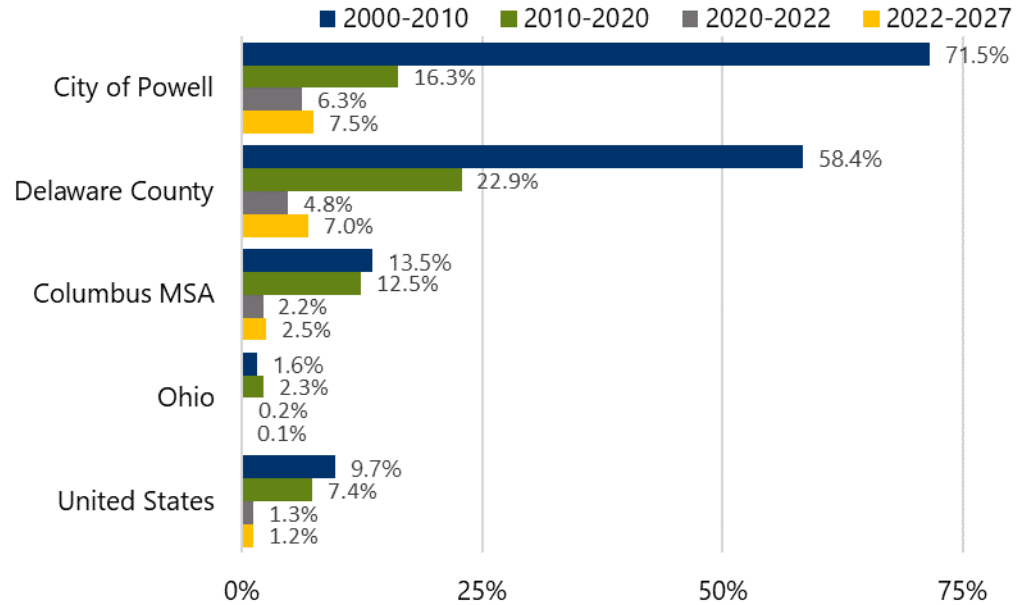
Powell's growth was part of the regional expansion over the last decade.

The change in population for Powell, OH has significantly outpaced most of its comparative geographies. Powell's growth rate of +16.3% is more than double the national average and significantly higher than the state of Ohio's +2.3%. Only Delaware County has higher growth during this period, at +23%.

The forecast to 2027 projects Powell to maintain similar rates of increases while growth across the region subsides.

With a projected future growth of +7.5% from 2022 to 2027, Powell continues his trend of growth since 2010. In contrast, high-growth Delaware County is projected to grow by 7.0% over the next five years. In contrast, the Columbus MSA, State of Ohio, and U.S. are projected to slow in growth from 2022 to 2027.

Percent Change in Total Population by Region



Source: Decennial Census, Esri

Total Population

Geography	Population					Percent Change			
	2000	2010	2020	2022	2027	2000-2010	2010-2020	2020-2022	2022-2027
City of Powell	7,103	12,181	14,163	15,050	16,176	71.5%	16.3%	6.3%	7.5%
Delaware County	109,989	174,214	214,124	224,445	240,044	58.4%	22.9%	4.8%	7.0%
Columbus MSA	1,675,013	1,901,974	2,138,926	2,187,034	2,242,591	13.5%	12.5%	2.2%	2.5%
Ohio	11,353,140	11,536,504	11,799,448	11,820,906	11,829,083	1.6%	2.3%	0.2%	0.1%
United States	281,421,906	308,745,538	331,449,281	335,707,897	339,902,796	9.7%	7.4%	1.3%	1.2%

Source: Decennial Census, Esri

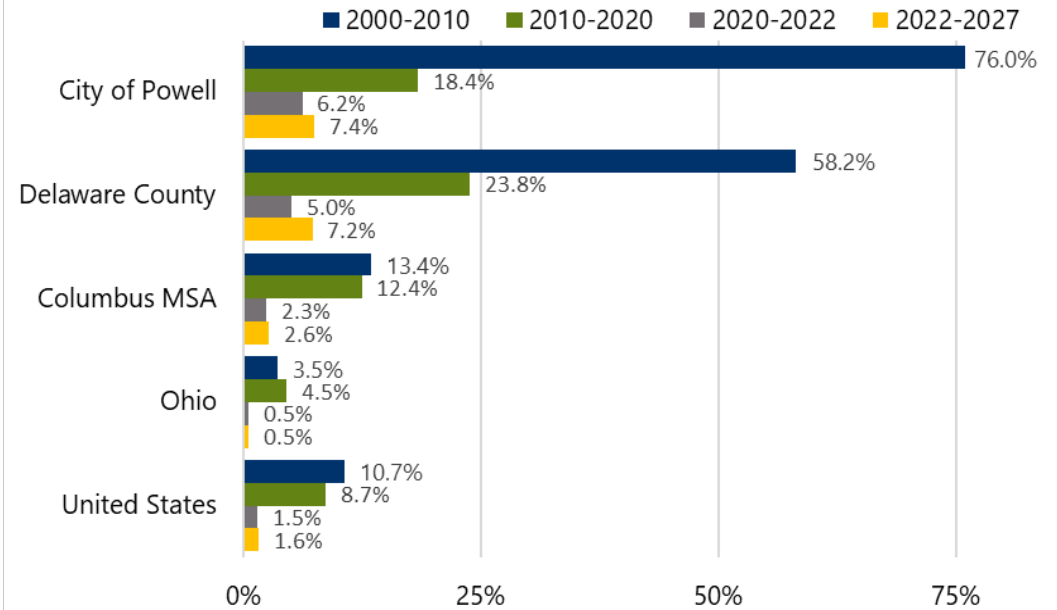


Total Household and Household Growth

From 2000 to 2022, the City of Powell added 2,759 households, bringing the total number of households to 5,036. The rate of household growth over this period (+121%) exceeded the rate of population growth (+1.19%).

Percentage growth in households in the City from 2020 to 2022 (+6.2%) was higher than the percentage growth in the county (+5.0%), MSA (+2.3%), state (0.5%) and the nation as a whole (1.5%). Households are projected to continue to grow across all geographies with the growth in the City of Powell being 7.4% in the next five years. This rate is also higher in the city than any of the other geographies. This regional household growth will drive the need for added residential units going forward.

Percent Change in Total Households by Region



Source: Decennial Census, Esri

Total Households

Geography	Households					Percent Change			
	2000	2010	2020	2022	2027	2000-2010	2010-2020	2020-2022	2022-2027
City of Powell	2,277	4,007	4,744	5,036	5,408	76.0%	18.4%	6.2%	7.4%
Delaware County	39,674	62,760	77,713	81,600	87,499	58.2%	23.8%	5.0%	7.2%
Columbus MSA	659,945	748,517	841,636	861,292	883,844	13.4%	12.4%	2.3%	2.6%
Ohio	4,445,773	4,603,435	4,808,773	4,831,463	4,856,145	3.5%	4.5%	0.5%	0.5%
United States	105,480,101	116,716,292	126,817,580	128,657,669	130,651,872	10.7%	8.7%	1.5%	1.6%

Source: Decennial Census, Esri

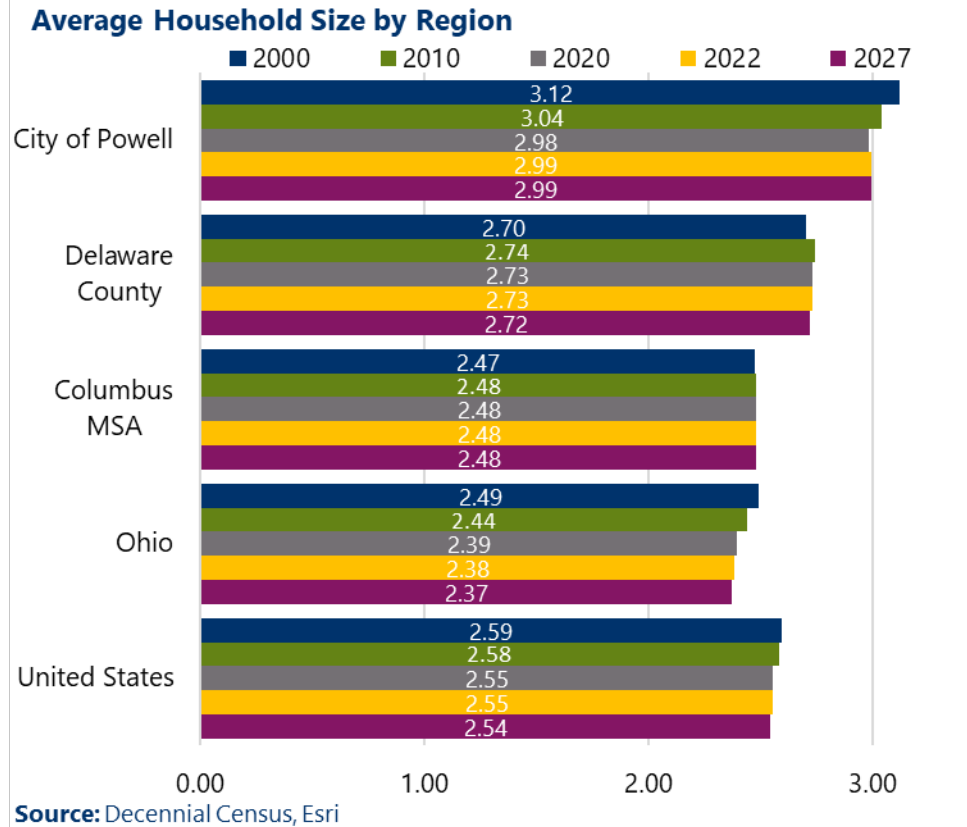


Household Size

The difference between the rate of total population growth and the rate of household growth is explained by changes in average household size. The City of Powell and State of Ohio have experienced declining household size over the two decades as the population ages. Senior households tend to have fewer members, and so it follows that an increase in senior households as a share of the overall population comes with a decline in average household size.

The average household size in City of Powell declined from 3.12 in 2000 to 3.04 in 2010 and again to 2.98 in 2020 before rising slightly in 2022 and projected to hold steady in 2027 at 2.99.

In percentage terms, household size has decreased by 2.6% from 2000 to 2010, by 2.0% 2010 to 2020, and increased by 0.3% from 2020 to 2022, and projected to remain the same from 2022 to 2027.



Average Household Size by Region

Geography	Average Household Size					Percent Change			
	2000	2010	2020	2022	2027	2000-2010	2010-2020	2020-2022	2022-2027
City of Powell	3.12	3.04	2.98	2.99	2.99	-2.6%	-2.0%	0.3%	0.0%
Delaware County	2.70	2.74	2.73	2.73	2.72	1.5%	-0.4%	0.0%	-0.4%
Columbus MSA	2.47	2.48	2.48	2.48	2.48	0.4%	0.0%	0.0%	0.0%
Ohio	2.49	2.44	2.39	2.38	2.37	-2.0%	-2.0%	-0.4%	-0.4%
United States	2.59	2.58	2.55	2.55	2.54	-0.4%	-1.2%	0.0%	-0.4%

Source: Decennial Census, Esri



Median Age and Age Distribution

Powell projected to get older by 2027, in line with comparison geographies

According to 2022 ESRI estimates, the City of Powell has a median age of 38.3, having increased from 37.8 in 2010 and projected to increase to 38.6 in 2027.

The city's 2010 median age of 37.8 was older than all regions except the state of Ohio (38.7 years). Presently Powell is currently younger than all geographies except the Columbus MSA, it is projected to stay younger in next five years from 2022 to 2027.

Powell has the largest share of the age cohorts at 0-4 years, 5-9 years, 10-14 years, and 10-19 years. This consistent high share among young demographics should allow Powell to maintain its advantageous growth rates going forward.

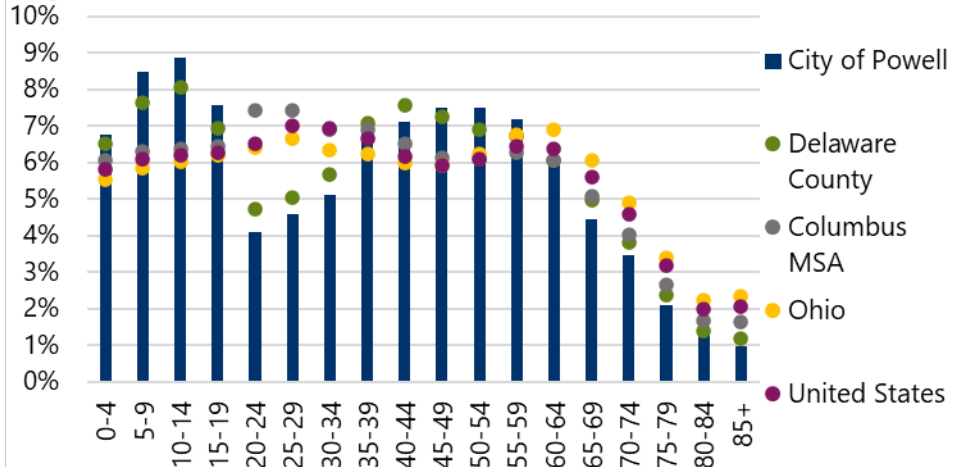
Powell also has a strong concentration of adults aged 35-44 and 45-54. These are prime working years for most people and are far enough away from retirement age so that both its near-term and longer-term age curves support a strong local labor force

Median Age by Region



Source: Decennial Census, Esri

Age Distribution, 2022



Source: Esri



Age Distribution by Cohort

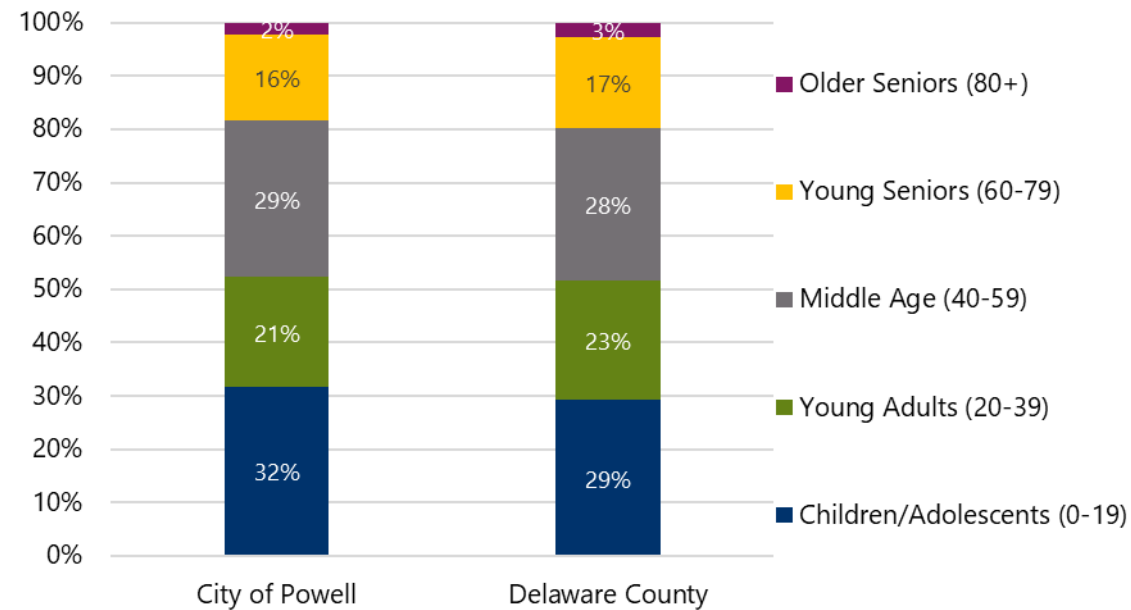
In terms of population by Cohort, the largest share of the City of Powell's population is in the children/adolescent's cohort at 32%, a greater share than is seen for Delaware County (29%). The City of Powell also has a larger share of its population in the middle-aged cohort than at the county level.

Age Distribution by Cohort, 2022

Age Bracket	City of Powell		Delaware County	
	Count	Share	Count	Share
Children/Adolescents (0-19)	4,773	32%	65,477	29%
Young Adults (20-39)	3,105	21%	50,585	23%
Middle Age (40-59)	4,407	29%	63,854	28%
Young Seniors (60-79)	2,417	16%	38,712	17%
Older Seniors (80+)	347	2%	5,817	3%

Source: Esri

Age Distribution by Cohort, 2022



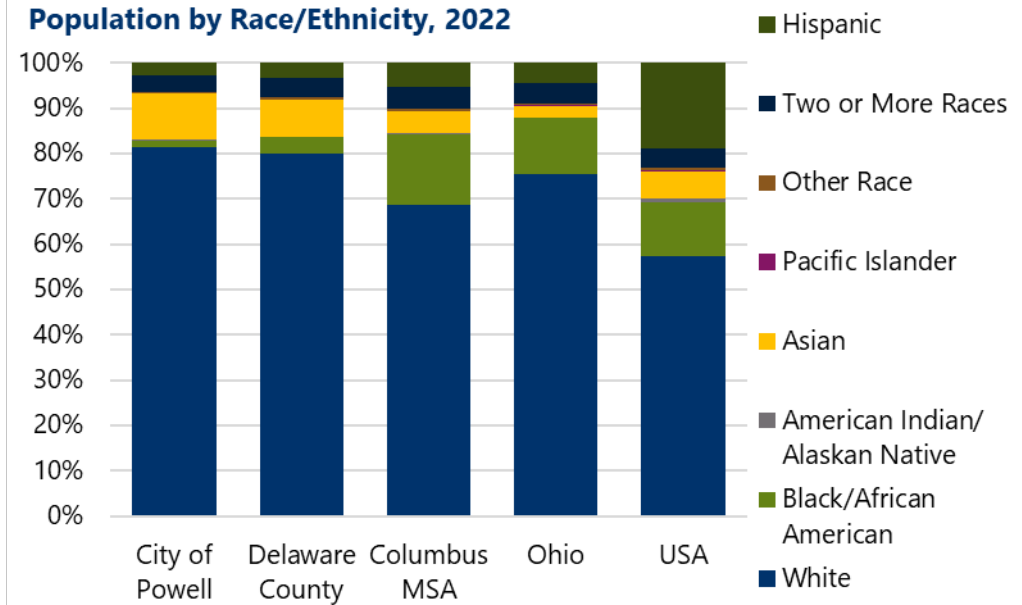
Source: Esri



Race and Ethnicity

According to the 2022 Esri estimates, 81.4% of the City of Powell residents identify as White alone, compared to 80.0% in Delaware County, and 75.4% in Ohio. The racial/ethnic category with the next highest number City of Powell residents is Asian, with 10.3%. Hispanic residents also account for 2.7% of the population in the City of Powell

The Hispanic share of the population in the city is slightly lower than the county, 2.7% compared to 3.4%, but both geographies are lag behind the state share of 4.5% and significantly below the national share of 19.0%.



Source: Esri

Population by Race/Ethnicity, 2022

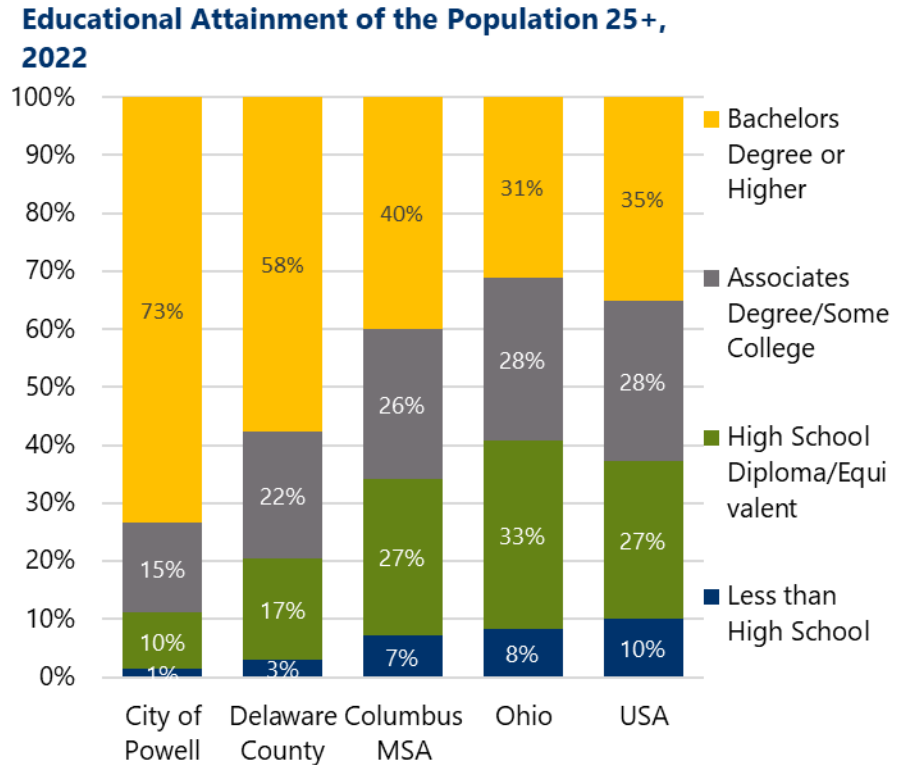
Geography	White	Black/African American	American Indian/Alaskan Native	Asian	Pacific Islander	Other Race	Two or More Races	Hispanic
City of Powell	81.4%	1.5%	0.1%	10.3%	0.0%	0.3%	3.6%	2.7%
Delaware County	80.0%	3.7%	0.1%	8.2%	0.0%	0.4%	4.3%	3.4%
Columbus MSA	68.6%	15.6%	0.2%	5.0%	0.0%	0.5%	4.8%	5.3%
Ohio	75.4%	12.4%	0.2%	2.6%	0.0%	0.4%	4.5%	4.5%
USA	57.3%	12.0%	0.7%	6.0%	0.2%	0.5%	4.3%	19.0%

Source: Esri



Educational Attainment

Regional levels of educational attainment provide a high-level snapshot of the skillsets of the region’s workforce and the types of industries and occupations that can be supported. The City of Powell has a highly educated population compared to the county, MSA, state, and nation as a whole. 73% of the City of Powell’s population has a bachelor's degree or higher—a share significantly larger than is seen in any of the comparison geographies. Only 1% of the City’s population does not have at least a high school education.



Source: Esri

Educational Attainment of the Population 25+, 2022

Educational Attainment	City of Powell	Delaware County	Columbus MSA	Ohio	USA
Less than High School	137	4,404	105,536	679,906	23,334,861
High School Diploma/Equivalent	939	25,814	398,685	2,699,031	62,845,461
Associates Degree/Some College	1,489	32,708	380,065	2,320,081	64,309,001
Bachelors Degree or Higher	7,096	85,439	589,095	2,571,701	81,483,422
Total	9,661	148,365	1,473,381	8,270,719	231,972,745

Source: Esri

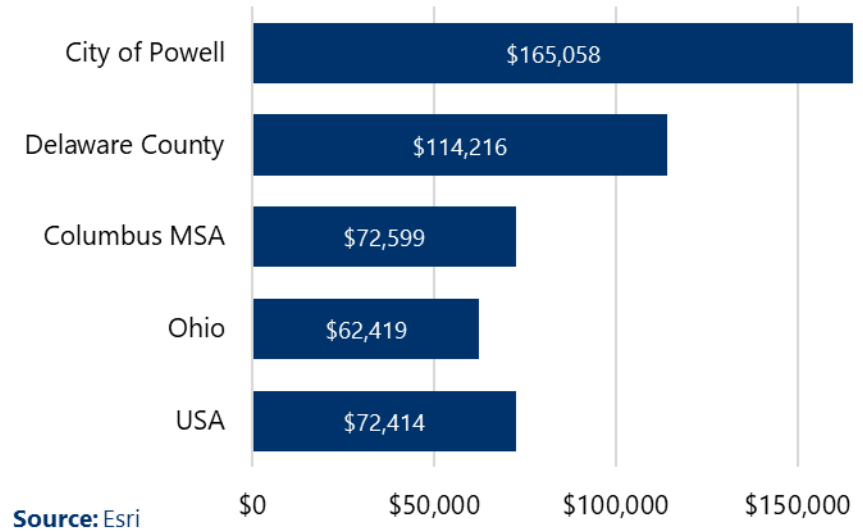


Income Distribution

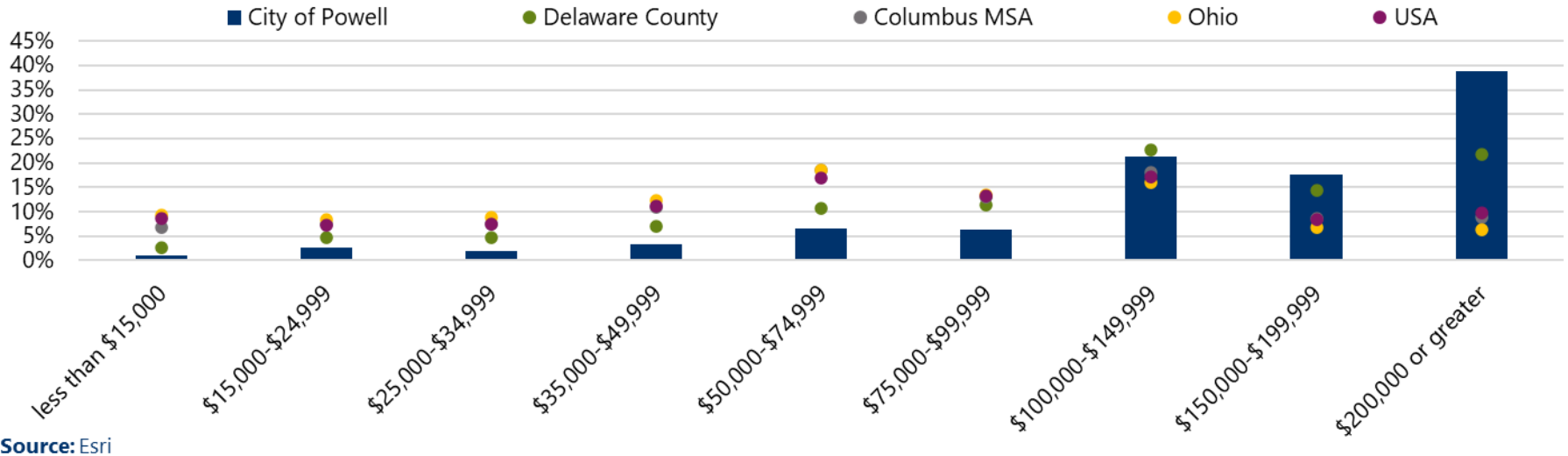
According to ESRI estimates, the 2022 median income for the City of Powell was \$165,058. The median income is more than that of Delaware County (\$114,216) and less than the State of Ohio (\$62,419).

Esri's 2022 household income distribution data estimates show that the City of Powell has a heavier skew towards higher income households than those in the lower income brackets. The City of Powell has a higher share of households in the \$150,000 to \$199,999 and the \$200,000+ than is seen in the comparison geographies.

Median Household Income, 2022



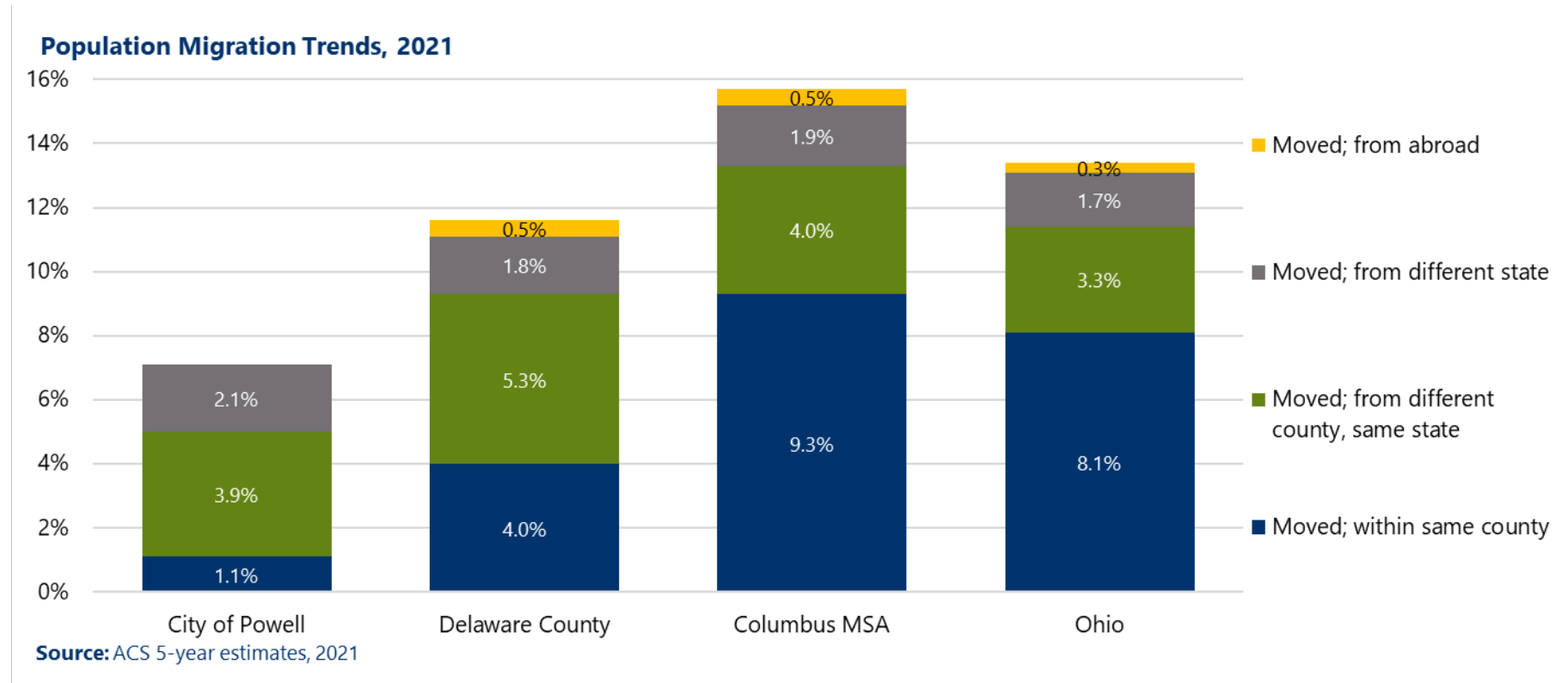
Household Income Distribution, 2022



Population Migration Trends

Powell has a smaller share of its population on the move, and the largest segment of recent movers into Powell are those moving from a different county in Ohio

Compared to other regions, Powell has less in-migration, with only 7% of its population that have made a recent move. Of those moving to Powell, 55% made the move from another county in Ohio.



Commute Patterns

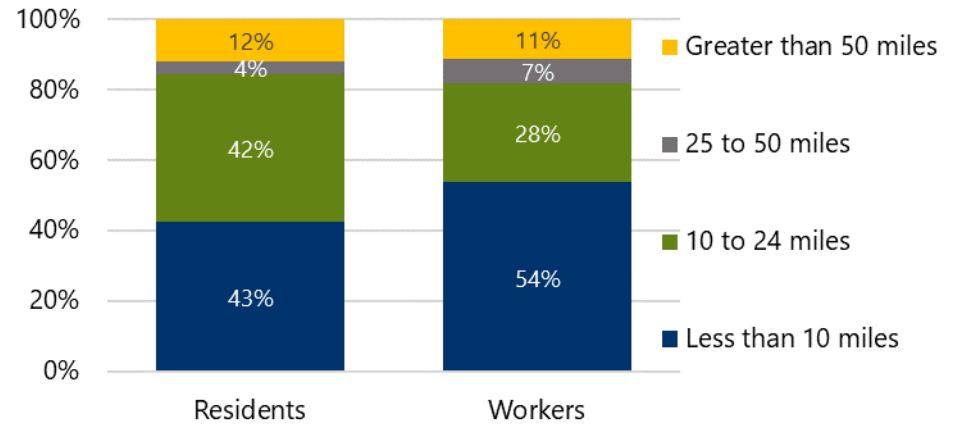
In the City of Powell, there were 172 individuals who both live and work within Powell. Total employment in 2020 was 2,538 while total living in the town was 6,496. These share equates to 7% of workers in Powell also living there and 3% of residents of Powell also working there.

Residents have a longer commute time than workers, with 57% commuting 25 or miles while this is only 46% for workers in the City of Powell.

Inflow/Outflow Job Counts in 2020



Commuting Distance for the City of Powell Residents and Workers, Primary Jobs, 2020



Source: Census OnTheMap

In-Commuting and Out-Commuting, 2020, Primary Jobs

	Count	Share
Employed in the City of Powell	2,538	100%
Employed and Living in the City of Powell	172	7%
Employed in the Selection Area but Living Outside the City of Powell	2,366	93%
Living in the City of Powell	6,496	100%
Living and Employed in the City of Powell	172	3%
Living in the Selection Area but Employed Outside the City of Powell	6,324	97%

Source: Census OnTheMap



Commuter Destinations

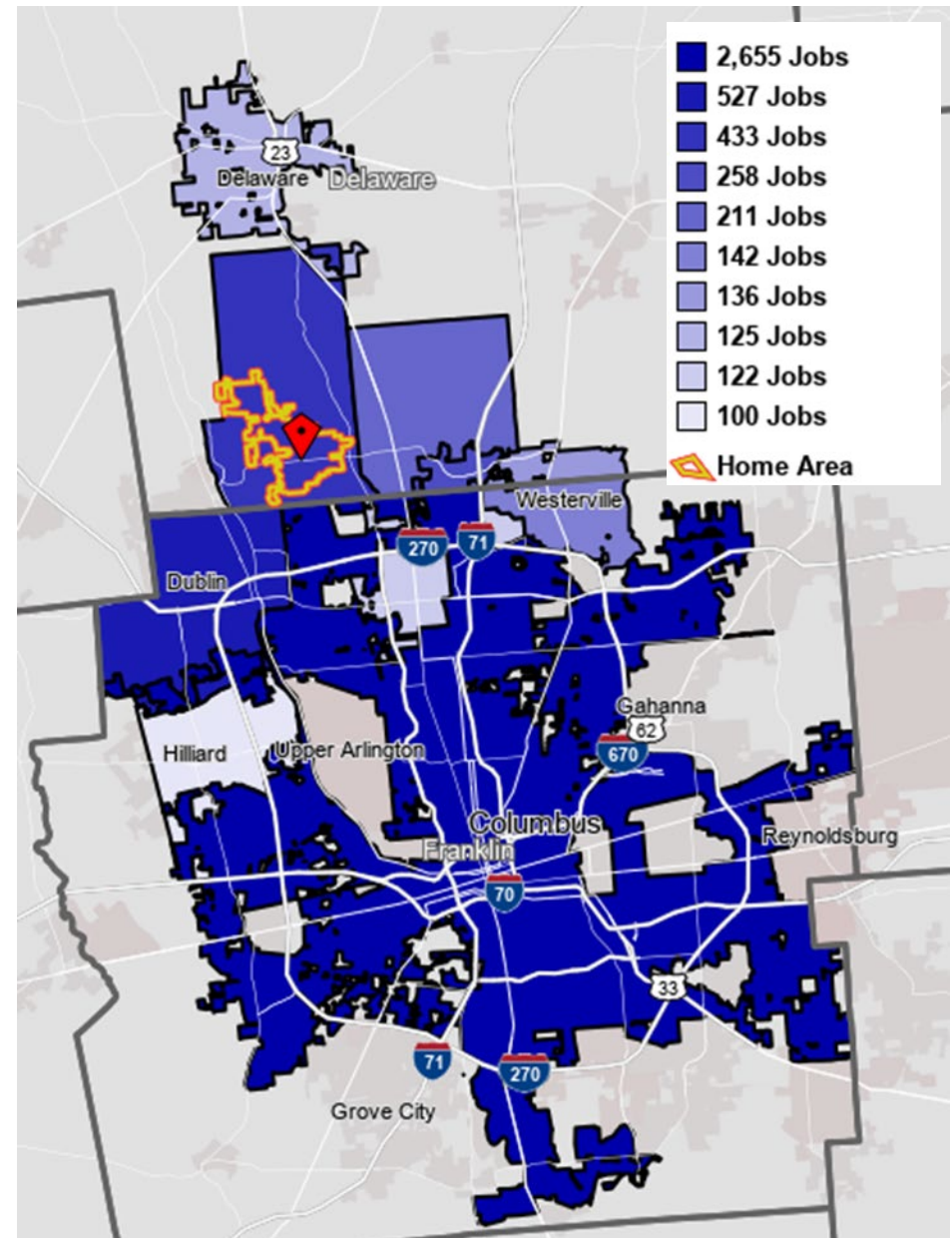
City of Powell residents have a relatively short commute to work, with most employment concentrated in Delaware County and adjacent communities.

The City of Columbus (40.9%) and Town of Washington (Washington Township) (8.1%) represent the top work locations for Powell residents. About 6.7% of working residents are also employed within the Town of Liberty (Liberty Township). The Town of Orange (3.2%) and City of Westerville (2.2%) Counties round out the top five destinations for Powell residents. No other community employs more than 2.1% of the city's working residents.

Where City of Powell Residents Work, 2020, Primary Jobs

County	Count	Share
City of Columbus (Franklin, OH)	2,655	40.9%
Town of Washington (Franklin, OH)	527	8.1%
Town of Liberty (Delaware, OH)	433	6.7%
Town of Columbus (Delaware, OH)	258	4.0%
Town of Orange (Delaware, OH)	211	3.2%
City of Westerville (Franklin, OH)	142	2.2%
Town of Westerville (Delaware, OH)	136	2.1%
Town of Delaware (Delaware, OH)	125	1.9%
Town of Sharon (Franklin, OH)	122	1.9%
Town of Norwich (Franklin, OH)	100	1.5%
All Other Locations	1,787	27.5%
Total	6,496	100%

Source: Census OnTheMap



Commuter Origins

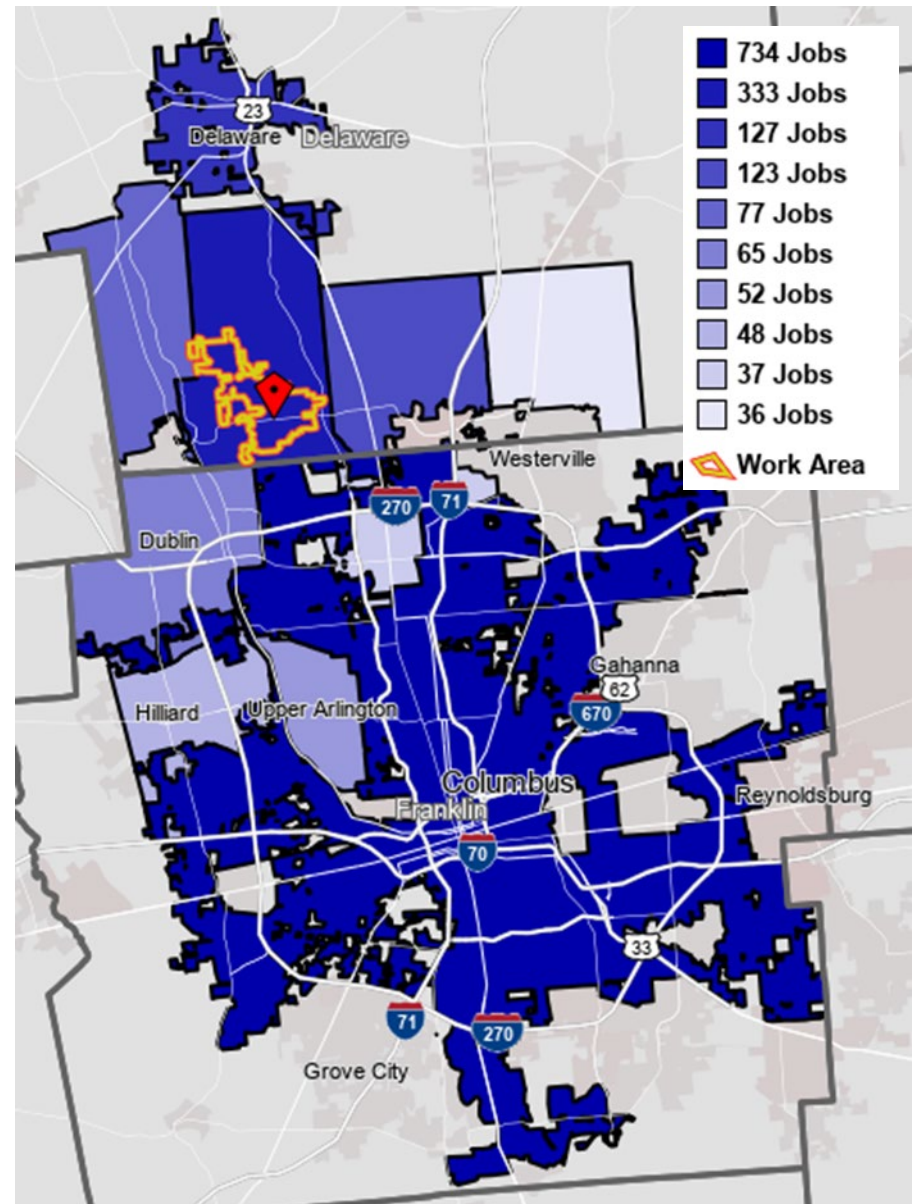
City of Powell workers typically commute relatively short distances to work, with most workers living in Delaware County and adjacent communities.

The City of Columbus (28.9%) and Town of Liberty (Liberty Township) (13.1%) represent the top live locations for Powell workers. About 5.0% of workers live within the Town of Delaware. The Town of Orange (Orange Township) (4.8%) and Town of Concord (3.0%) round out the top five home locations for Powell workers. No other community has more than 2.6% of the city's workers living there.

Where City of Powell Workers Live, 2020, Primary Jobs

County	Count	Share
City of Columbus (Franklin, OH)	734	28.9%
Town of Liberty (Delaware, OH)	333	13.1%
Town of Delaware (Delaware, OH)	127	5.0%
Town of Orange (Delaware, OH)	123	4.8%
Town of Concord (Delaware, OH)	77	3.0%
Town of Washington (Franklin, OH)	65	2.6%
City of Upper Arlington (Franklin, OH)	52	2.0%
Town of Norwich (Franklin, OH)	48	1.9%
Town of Sharon (Franklin, OH)	37	1.5%
Town of Genoa (Delaware, OH)	36	1.4%
All Other Locations	906	35.7%
Total	2,538	100%

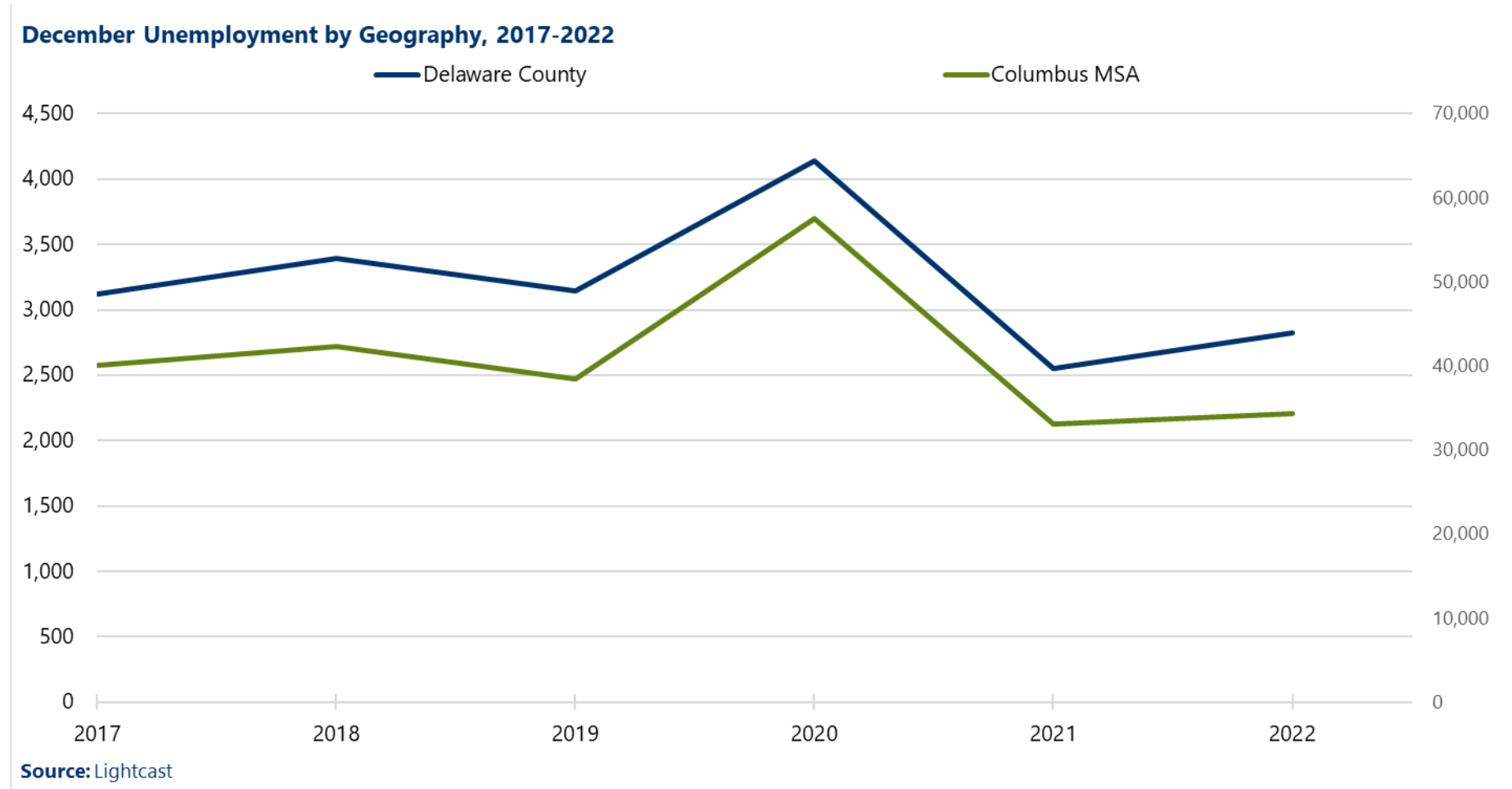
Source: Census OnTheMap



Unemployment

Unemployment trends for regions around Powell were steady until pandemic impacted rate in early 2020.

The five-year trend in unemployment is trending down. Combined with a growing population this means increased demand for jobs. These regions are featured since labor force data is not available for populations below 25,000.



Industry and Occupation Profile

Summary

As part of the initial research for the City of Powell, Camoin gathered and analyzed industry and economic data to assess the historic and existing conditions in the region. This information will be used to inform us of the subsequent steps of the planning process. While the City of Powell was the primary focus of this analysis, other statistics were also included for Delaware County, the Columbus MSA, the State of Ohio, and the United States. For the City of Powell specific data, due to availability, the data is based on the zip code, 43065, for all City of Powell data.

This analysis looks at economic activity by industry cluster, as classified in the North American Industry Classification System (NAICS). NAICS are divided into different levels, from 2-digit to 6-digit. 2-digit codes are the broadest industry sector classifications, such as Manufacturing or Health Care and Social Assistance, while 6-digit codes are more detailed sub-industries like Fossil Fuel Electric Power Generation (within Utilities), or Home Health Care Services (within Health Care and Social Assistance). Analyzing various levels of industry data provides a more complete picture of North Port's economy and helps provide additional insight into economic opportunities.

This analysis also looks at economic activity by occupation, as classified in the Standard Occupation Classification (SOC). SOCs are divided into different levels, from 2-digit to 5-digit. 2-digit codes are the broadest occupation classifications, such as Management Occupations and Architecture and Engineering Occupations, while 5-digit codes are more detailed sub-occupations.



Economic Summary

Jobs (2022)

- 13,966 jobs are **14.2% of the jobs in Delaware County**
- **Increased +944 in last 5 years** (+7.2% compared to -0.7% in the State and +2.4% in the nation)
- **Projected to grow** by +1,300 over next 5 years by 2027.

Industry Mix (2022)

- **Health Care and Social Assistance** accounts for **13.3% of all jobs** (vs 13.8% for Ohio, 12.7% for U.S.)
- **Arts, Entertainment, and Recreation** jobs are **12.8% of all jobs** (vs 1.5% for Ohio and 1.6% U.S.)

Industry Concentration (2022)

- Arts, Entertainment, and Recreation: 8.03
- Educational Services: 1.59
- Accommodations and Food Services: 1.50

Earnings (2022)

- **Average earnings of \$61,418** per worker
- Earnings are **lower than State average** by \$9,209 (-12.6%)
- Key sector, **Health Care and Social Assistance**, has earnings of **\$67,548**.

Occupations (2022)

- **#1 occupation is Office and Administrative Support**, 1,710 workers (in 2022)
- Office and Administrative Support earn \$42,765.
- **#2 job is Food Preparation and Serving Related Occupations** (12.0% of jobs vs 7.9% for Ohio)

Growth Industries (2017-2022)

- Government: +361 (34% growth)
- Health Care and Social Assistance: +266 (17% growth)
- Arts, Entertainment, and Recreation: +195 (12% growth)



Employment

Significant job gains since 2001

The City of Powell had 13,966 jobs in 2022, following mostly steady employment growth since 2002. This is an increase of +6,716 or (+93%).

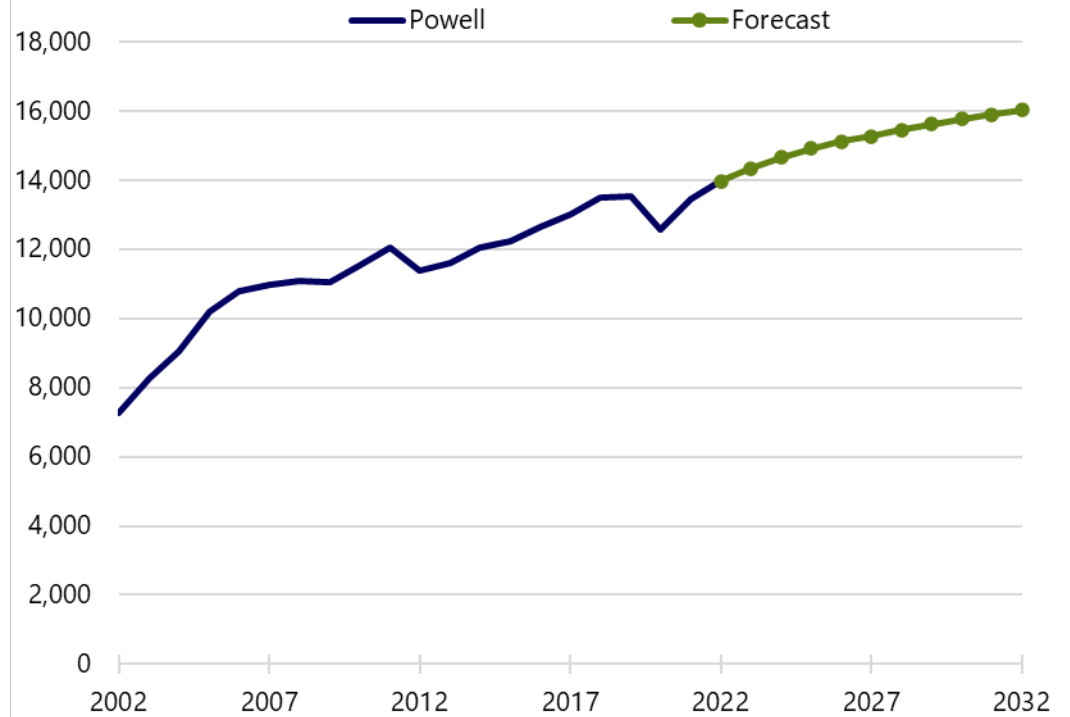
Growth interrupted by recessions.

Job growth slowed during the Great Recession in the late aughts, and Powell saw its periods of employment decrease from 2011-2012 and again from 2019-2020 (the recent Covid-19 contraction).

Healthy trajectory for growth

Using the Lightcast forecast for jobs for Powell, the next ten years (through 2032) anticipate the addition of another +2,059 net new jobs to the area. This represents an increase of nearly +15%.

Jobs by Year, City of Powell, (Zip Code)



Source: Lightcast

Jobs by 5-Year Increment, City of Powell

	2002	2007	2012	2017	2022	2027	2032
Jobs	7,250	10,966	11,393	13,023	13,966	15,266	16,025
5 -YR % Change		51.3%	3.9%	14.3%	7.2%	9.3%	5.0%

Source: Lightcast

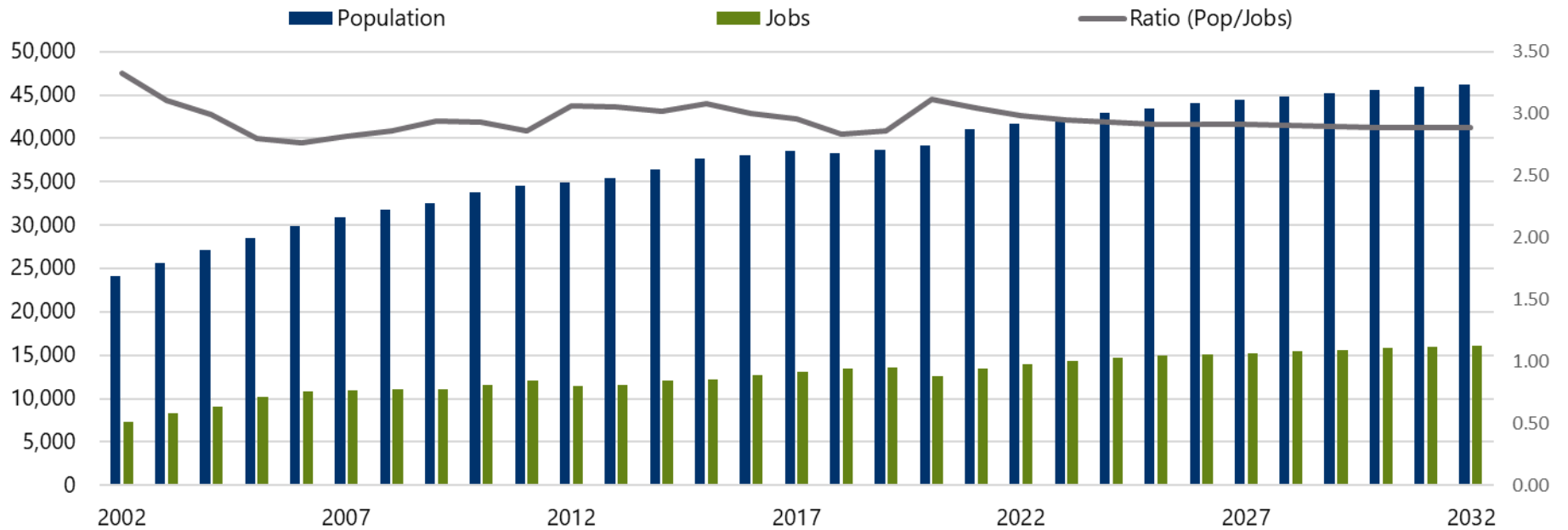


Employment & Population Growth

Powell sees steady population growth and faster jobs growth

The Powell (zip code) population grew from 24,120 in 2002 to 41,701 in 2022, an increase of 73%. The twenty years between 2002 and 2023 saw a 93% increase in the number of jobs in Powell, a rate much faster than the rate of population growth. This rapid increase drives the ratio of population to jobs from 3.33 in 2002 down to 2.99 in 2022.

Population, Jobs, and Population vs Jobs Ratio, City of Powell (Zip Code)



Source: Lightcast



Job Growth Regional Comparison

Powell's job growth outpaces Delaware County, Columbus MSA

Powell added 943 jobs since 2017. This +7.2% significantly outpaced growth in Delaware County (+2.8%) the Columbus MSA (+3.3%), the State of Ohio (-0.7%) and the nation as a whole (+2.4%).

Powell growing against a backdrop of nationally slowing growth and Ohio losses

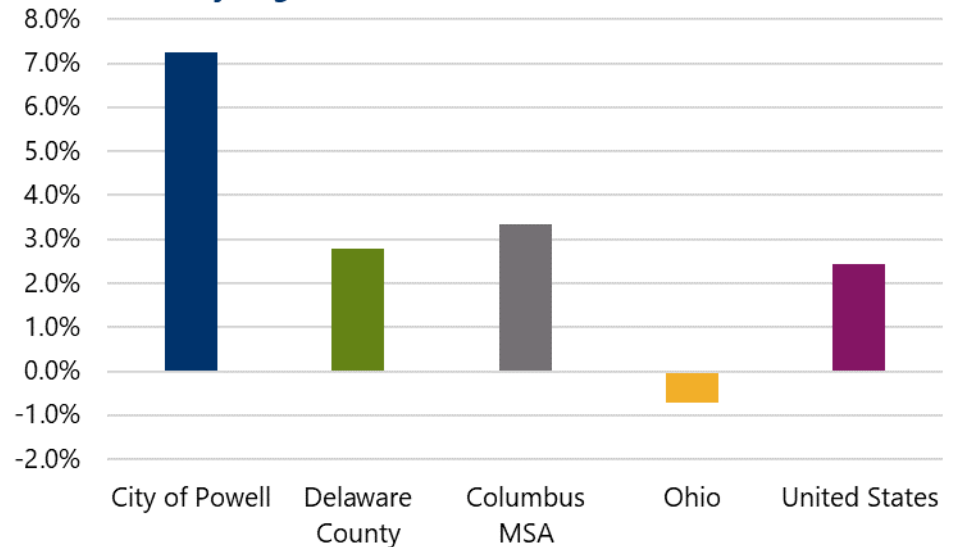
Powell's accelerated job growth occurs against a backdrop of slow national growth and a decrease in employment at the state between 2017-2022

Jobs Growth by Region, 2017-2022

	2017	2022	Change	% Change
City of Powell	13,023	13,966	943	7.2%
Delaware County	95,900	98,575	2,675	2.8%
Columbus MSA	1,164,706	1,203,556	38,850	3.3%
Ohio	5,938,203	5,896,111	-42,092	-0.7%
United States	162,772,290	166,730,882	3,958,592	2.4%

Source: Lightcast

Job Growth by Region, 2017-2022



Source: Lightcast

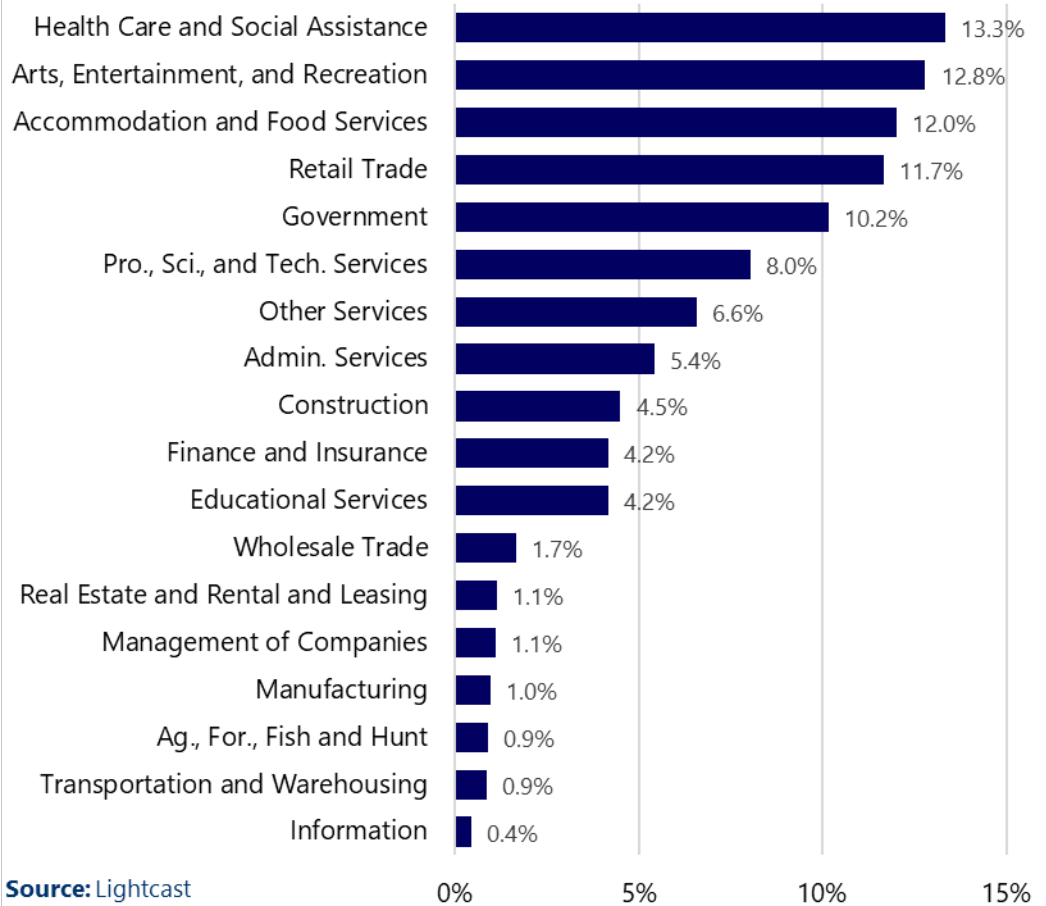


Industry Mix

Powell enjoys a strong presence in Health Care and Social Assistance sector activity, making up 13.3% of jobs in the city.

After *Health Care and Social Assistance*, there is a tier of sectors that include *Arts, Entertainment and Recreation* (driven by Fitness and Recreational Sports Centers and Golf Courses), *Accommodation and Food Services* (mostly restaurants), *Retail Trade* (Home Centers and Automobile Dealers), *Government* (Local Education and Hospitals) and *Professional, Scientific, and Technical Services* (Veterinary Services and Management Consulting Services).

Jobs as Share of Total Jobs, 2-Digit NAICS, Powell



Job Growth By Sector

Powell's overall rate of job growth surpasses that of nearby regions, but obscures differences between industry sectors.

Jobs Growth by 2 Digit NAICS and Across Geographies, 2017-2022

NAICS	Description	City of Powell			City of Delaware	Columbus	United		
		Jobs,	Jobs,	Jobs	Powell	County	MSA	Ohio	States
		2017	2022	Change	Jobs Percent Change, 2017-2022				
11	Agriculture, Forestry, Fishing and Hunting	120	124	4	3.2%	-0.1%	0.8%	-4.8%	-1.1%
21	Mining, Quarrying, and Oil and Gas Extraction	<10	<10	Insf. Data	Insf. Data	Insf. Data	-35.7%	-24.6%	-14.7%
22	Utilities	<10	<10	Insf. Data	Insf. Data	28.2%	-2.1%	-6.5%	-0.6%
23	Construction	614	628	14	2.3%	2.0%	18.2%	4.5%	8.2%
31	Manufacturing	126	136	10	8.0%	3.4%	2.1%	-1.3%	1.4%
42	Wholesale Trade	197	234	37	18.8%	19.0%	-3.0%	-1.3%	-1.3%
44	Retail Trade	1,726	1,631	-96	-5.5%	-5.8%	-8.1%	-5.0%	-2.0%
48	Transportation and Warehousing	123	120	-3	-2.8%	-1.7%	64.5%	30.3%	23.9%
51	Information	70	63	-7	-10.1%	-10.0%	-1.8%	-3.7%	5.7%
52	Finance and Insurance	529	583	54	10.2%	7.8%	-3.2%	4.3%	5.9%
53	Real Estate and Rental and Leasing	175	157	-17	-10.0%	-11.5%	13.0%	3.0%	5.9%
54	Professional, Scientific, and Technical Services	1,041	1,123	83	8.0%	8.2%	7.9%	6.9%	13.1%
55	Management of Companies and Enterprises	166	155	-11	-6.6%	-6.5%	0.8%	-2.4%	6.0%
56	Administrative and Support and Waste Management and Remediation Services	953	759	-194	-20.4%	-20.4%	-2.3%	-0.8%	3.5%
61	Educational Services	507	581	75	14.7%	3.6%	-11.8%	-0.7%	6.7%
62	Health Care and Social Assistance	1,599	1,864	266	16.6%	16.7%	0.9%	-2.5%	3.8%
71	Arts, Entertainment, and Recreation	1,593	1,788	195	12.2%	9.5%	-5.1%	-3.1%	-5.1%
72	Accommodation and Food Services	1,596	1,678	82	5.1%	5.7%	-1.9%	-6.0%	-4.5%
81	Other Services (except Public Administration)	828	917	89	10.7%	2.3%	2.1%	-4.5%	-3.0%
90	Government	1,059	1,420	361	34.1%	10.2%	-0.4%	-3.7%	-1.8%
99	Unclassified Industry	0	0	0	0.0%	Insf. Data	228.4%	217.5%	24.8%
Total		13,023	13,966	944	7.2%	2.8%	3.3%	-0.7%	2.4%

Source: Lightcast

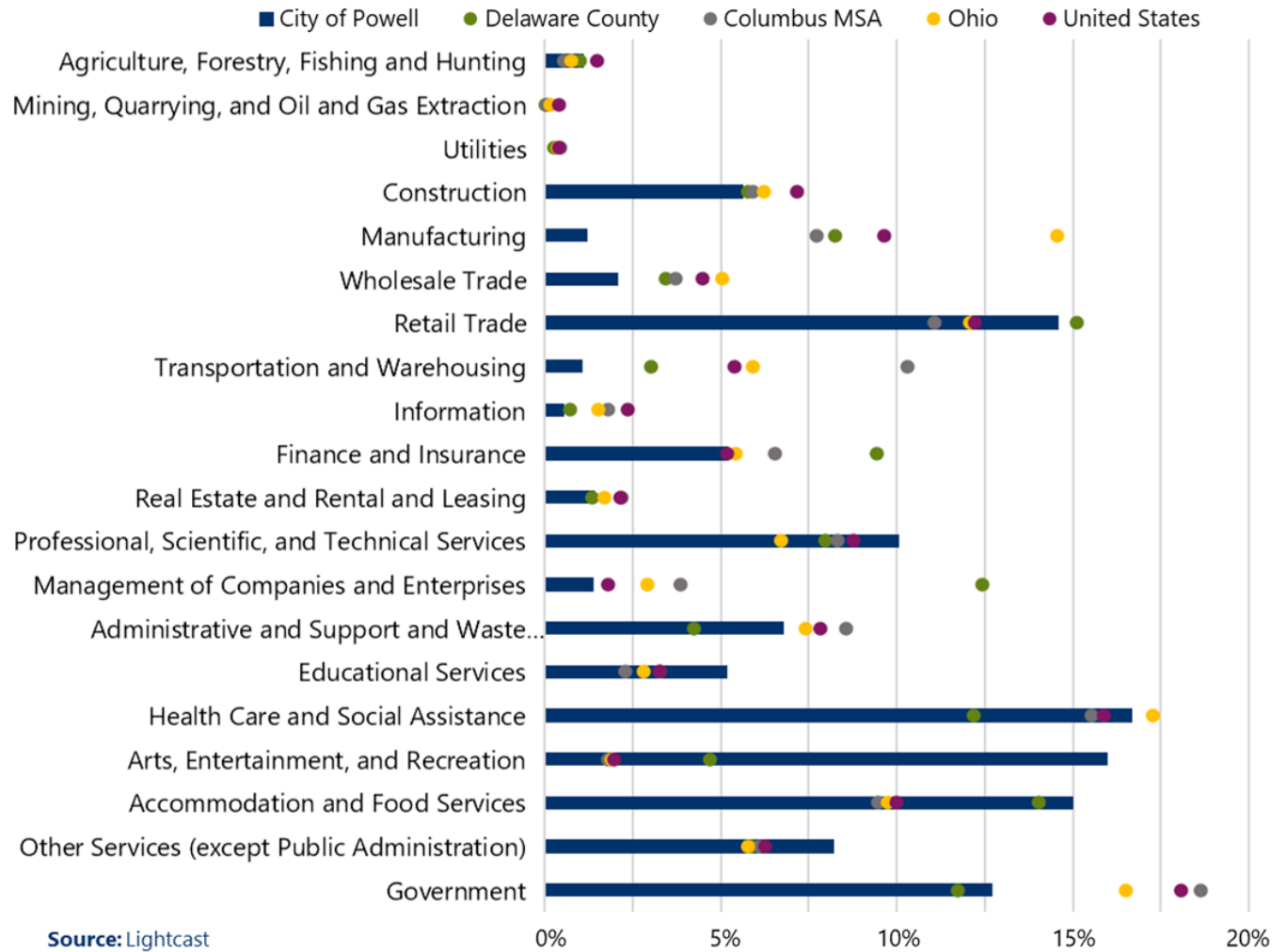


Industries As Share of Total Jobs

Powell's key industries are Health Care and Social Assistance and Arts, Entertainment, and Recreation

To a smaller degree, Retail Trade, Accommodation and Food Services, and Scientific, and Technical Services are also key industries for the City of Powell. These are the sectors that have both a large share of the local economy's jobs and have larger shares than the other regions.

Industries as a Share of Total Jobs Across Regions, 2022



Source: Lightcast



Job Concentration

Arts, Entertainment and Recreation stands out as a highly concentrated sector

This sector features a locational concentration that is just over 8 times as concentrated as the national average for a similar sized community. This is due in large part to the Columbus Zoo, located within the Powell ZIP code.

Educational Services and Accommodation and Food Services make up the next tier of highly concentrated local industries

Earlier sections highlighted that Powell has a number of service and 'lifestyle' sectors that contribute significantly to its local economy. Here we see two examples that have both a large jobs base as well as a competitive locational advantage compared to U.S. expectations for employment.

Jobs, Job Growth and Location Quotient, City of Powell (Zip Code)

NAICS	Description	Jobs	Jobs	Location
		2022	Change 2017 - 2022	Quotient 2022
71	Arts, Entertainment, and Recreation	1,788	195	8.03
61	Educational Services	581	75	1.59
72	Accommodation and Food Services	1,678	82	1.50
81	Other Services (except Public Administration)	917	89	1.31
44	Retail Trade	1,631	-96	1.19
54	Professional, Scientific, and Technical Services	1,123	83	1.15
62	Health Care and Social Assistance	1,864	266	1.05
52	Finance and Insurance	583	54	1.01
56	Administrative and Support and Waste Management and Remediation Services	759	-194	0.87
23	Construction	628	14	0.78
55	Management of Companies and Enterprises	155	-11	0.76
11	Agriculture, Forestry, Fishing and Hunting	124	4	0.74
90	Government	1,420	361	0.70
53	Real Estate and Rental and Leasing	157	-17	0.65
42	Wholesale Trade	234	37	0.47
51	Information	63	-7	0.24
48	Transportation and Warehousing	120	-3	0.20
31	Manufacturing	136	10	0.13
21	Mining, Quarrying, and Oil and Gas Extraction	<10	Insf. Data	0.10
22	Utilities	<10	Insf. Data	0.03

Source: Lightcast



Industry Spotlight: Summary

A more granular view of economic activity

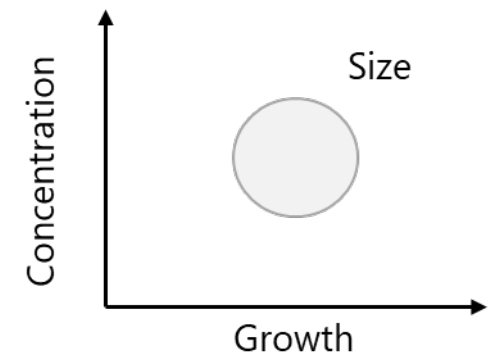
Analysis of employment trends through the lens of NAICS definitions helps organize highly disparate types of activity. The preceding findings for jobs at the 2 digit or sector level provide key differentiations for Powell's local economy that highlight the presence or absence of types of jobs.

The Industry Spotlight sections offer the greatest level of detail in terms of industrial definitions: 6-digit NAICS industries. The summary levels of jobs for a given 2-digit sector (for example, *Finance and Insurance*) are broken out into highly specific industries (*Commercial Banking*).

Key economic indicators fit together to tell a story

The following section details key industries in Powell by overall economic size, growth rate, and locational advantage. The four industries examined in depth are: Health Care and Social Assistance, Arts, Entertainment, and Recreation, Accommodation and Food services, and Retail Trade. These large 2-digit NAICS sectors are analyzed by their constituent 6-digit NAICS industries and are evaluated along three key axes of economic performance:

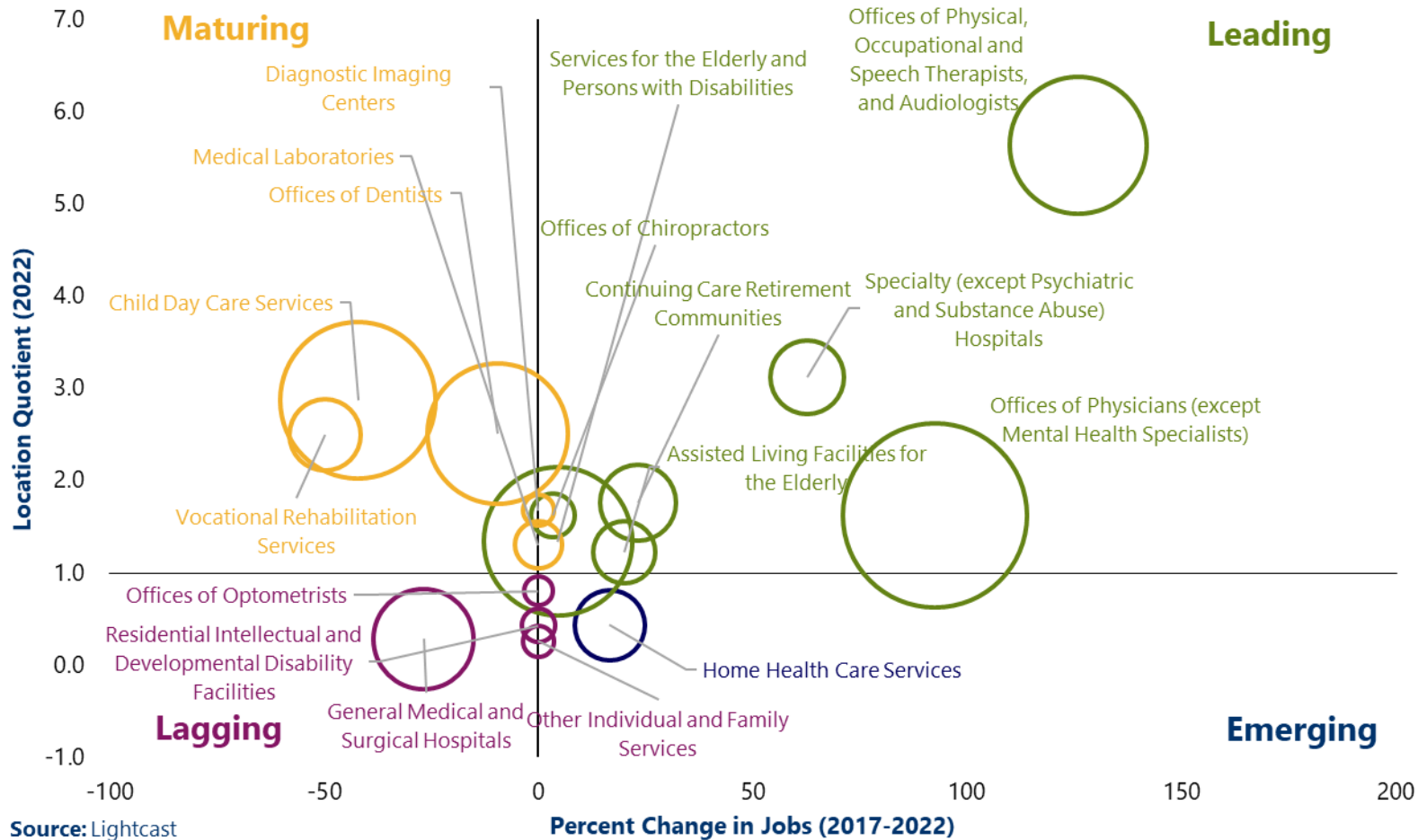
- Size: the number of total jobs in the industry (in 2022)
- Growth: the change in jobs in the industry between 2017-2022
- Location Quotient: the concentration for the industry (in 2022) which measures the local proportion of an industry and compares it with the national proportion for that type of activity. For example, a location quotient of 2.5 would mean that industry is two-and-a-half times more concentrated in Powell than the U.S. average.



Industry Spotlight: Health Care and Social Assistance

Key Metrics by Health Care and Social Assistance, City of Powell

Bubble size indicates 2022 job count



The following chart displays how these sectors compare. Each sector is classified as **leading**, **emerging**, **maturing**, or **lagging**.

Leading industries experienced job growth over the last five years and have a location quotient greater than 1.

Emerging industries saw positive job growth over the last five years but have a location quotient of less than 1.

Maturing industries do have a location quotient greater than 1 but had negative job growth over the last five years.

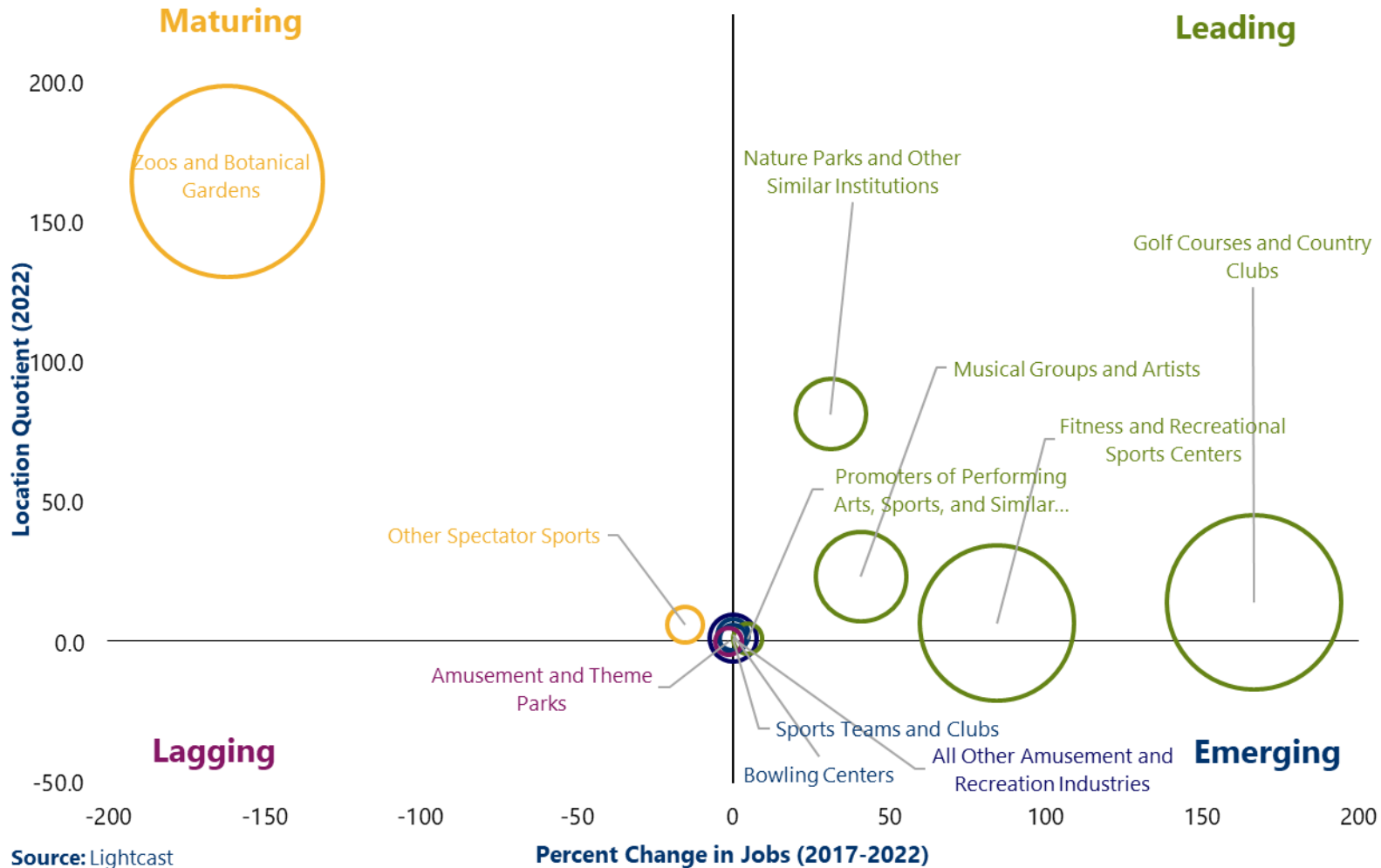
Lagging industries have a location quotient of less than 1 and saw negative job growth over the last five years.



Industry Spotlight: Arts, Entertainment, and Recreation

Key Metrics by Arts, Entertainment and Recreation, City of Powell

Bubble size indicates 2022 job count



Source: Lightcast

The following chart displays how these sectors compare. Each sector is classified as **leading**, **emerging**, **maturing**, or **lagging**.

Leading industries experienced job growth over the last five years and have a location quotient greater than 1.

Emerging industries saw positive job growth over the last five years but have a location quotient of less than 1.

Maturing industries do have a location quotient greater than 1 but had negative job growth over the last five years.

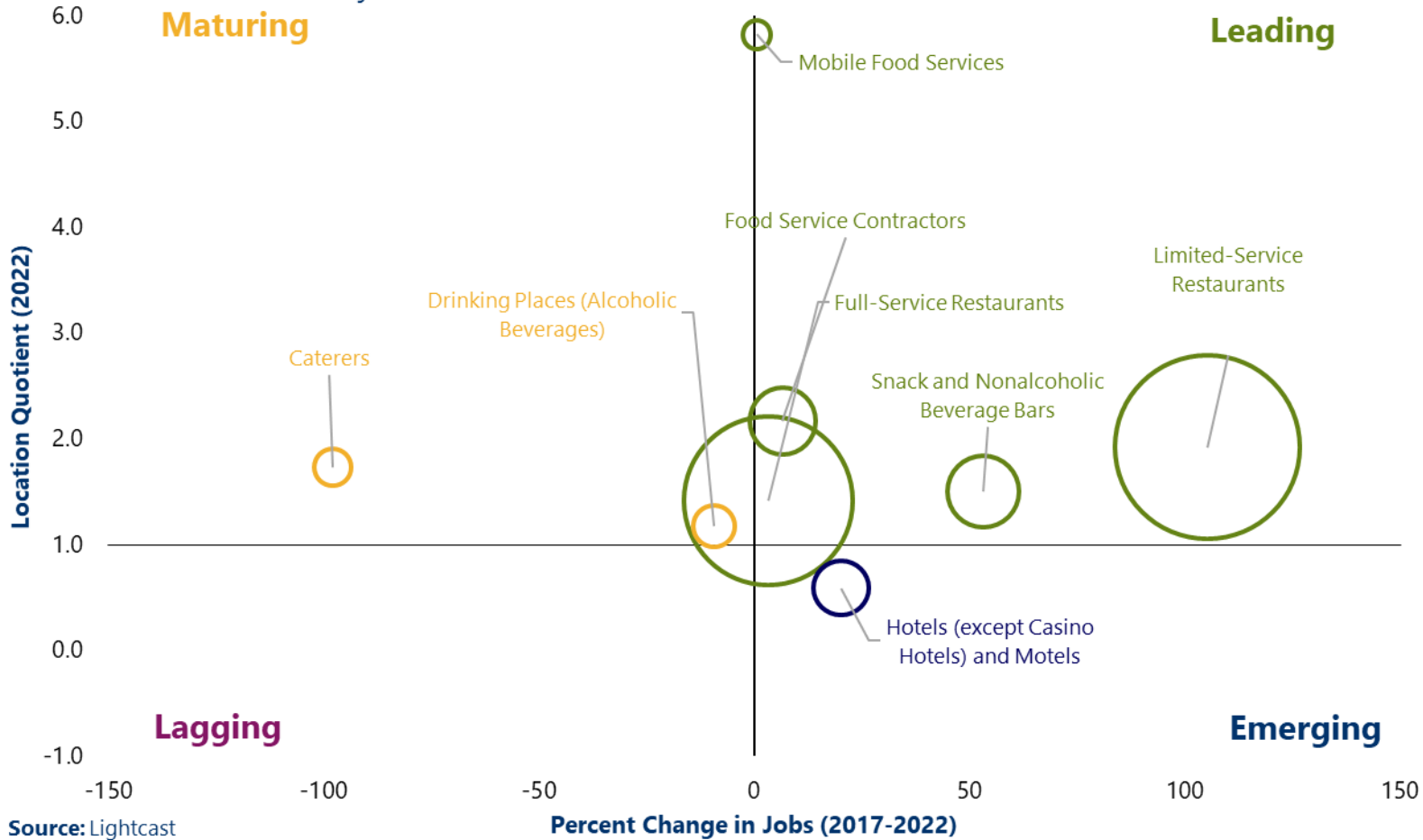
Lagging industries have a location quotient of less than 1 and saw negative job growth over the last five years.



Industry Spotlight: Accomodation and Food Services

Key Metrics by Accomodation and Food Services, City of Powell

Bubble size indicates 2022 job count



Source: Lightcast

The following chart displays how these sectors compare. Each sector is classified as **leading**, **emerging**, **maturing**, or **lagging**.

Leading industries experienced job growth over the last five years and have a location quotient greater than 1.

Emerging industries saw positive job growth over the last five years but have a location quotient of less than 1.

Maturing industries do have a location quotient greater than 1 but had negative job growth over the last five years.

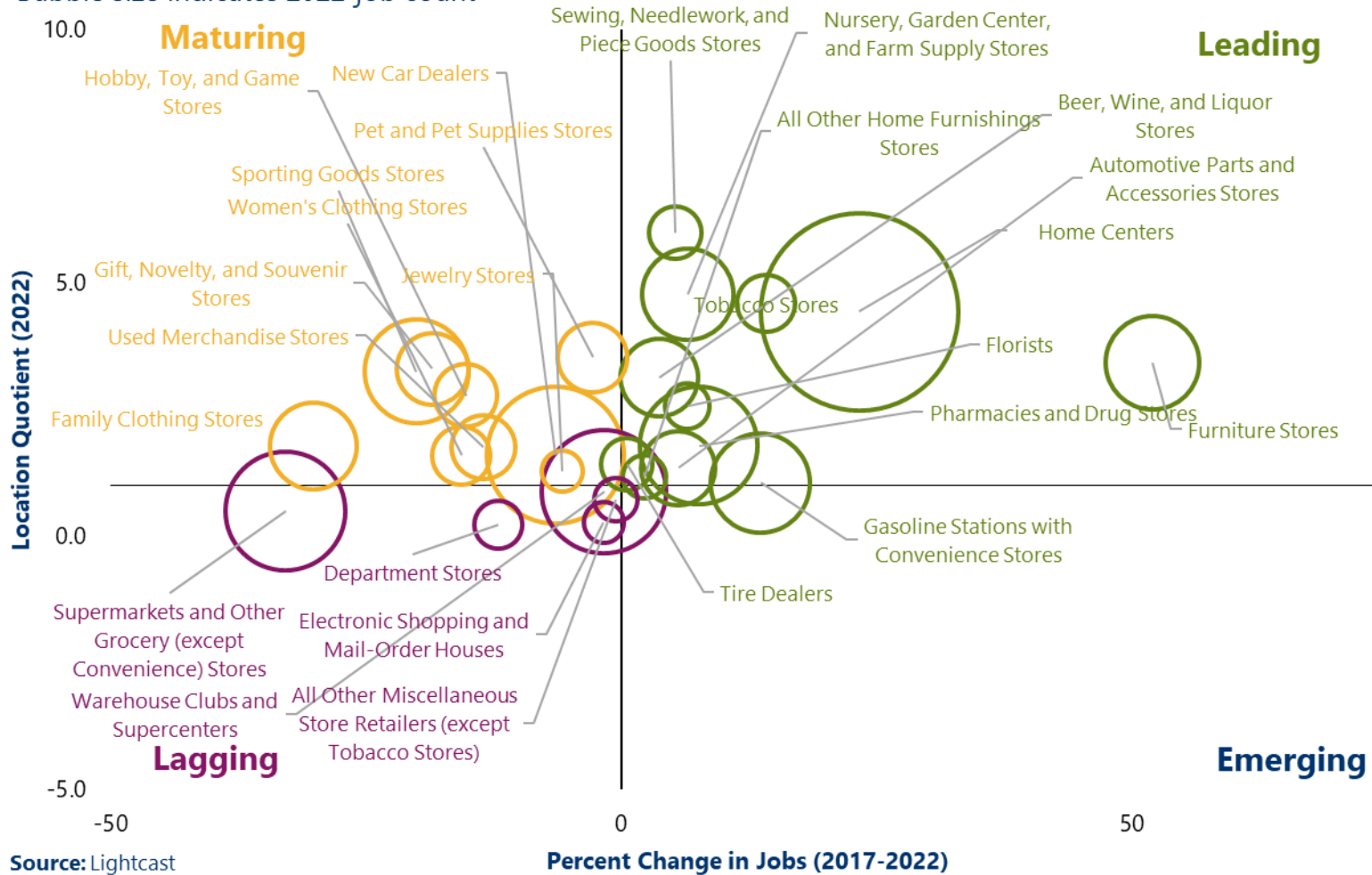
Lagging industries have a location quotient of less than 1 and saw negative job growth over the last five years.



Industry Spotlight: Retail Trade

Key Metrics by Retail Trade, City of Powell

Bubble size indicates 2022 job count



Source: Lightcast

The following chart displays how these sectors compare. Each sector is classified as **leading**, **emerging**, **maturing**, or **lagging**.

Leading industries experienced job growth over the last five years and have a location quotient greater than 1.

Emerging industries saw positive job growth over the last five years but have a location quotient of less than 1.

Maturing industries do have a location quotient greater than 1 but had negative job growth over the last five years.

Lagging industries have a location quotient of less than 1 and saw negative job growth over the last five years.



Earnings by Industry

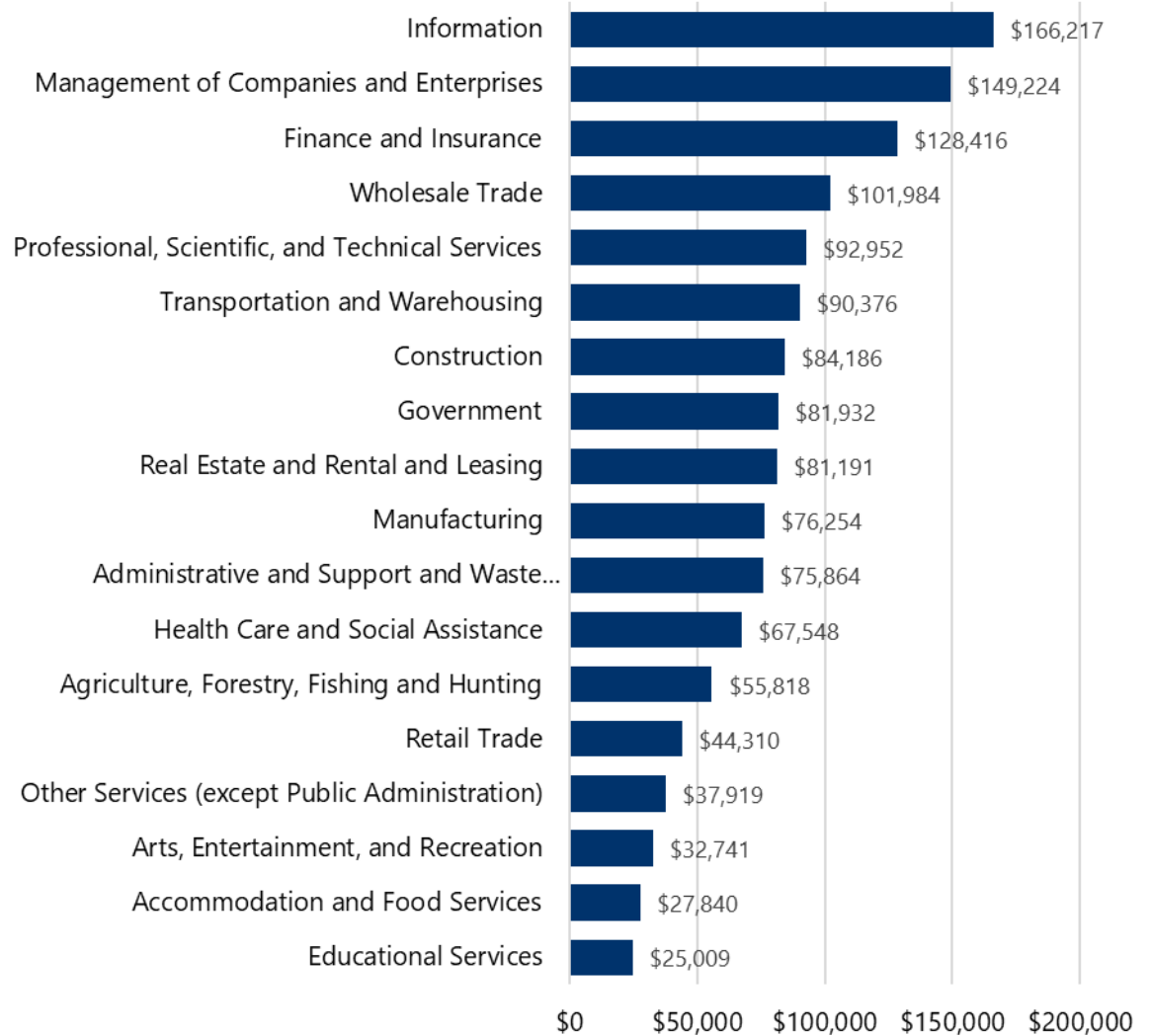
Local economy has an even mix of average earnings levels among larger sectors

The key sectors in the local economy include a mix of high, average, and low paying jobs. Information, Management of Companies, and Finance and Insurance have the highest average earnings (in 2022) all over \$120,000.

The middle earning sectors, Prof., Scientific and Tech. Services, Government and Health Care and Social Assistance all have earnings in the \$60,000-\$100,000 range.

Arts, Entertainment and Recreation and Accommodation and Food Services have average earnings below \$40,000 but do employ a large share of the City of Powell workers as seen above.

Average Earnings by Industry, City of Powell, 2022



Source: Lightcast



Occupations

Occupational mix tracks with industry concentrations in the city as well as regionally

Occupation Employment and Share of Total Employment by Geography, 2022

SOC	Description	City of Powell	City of Powell	Delaware County	Columbus MSA	Ohio	United States
		Jobs	Occupation Share of Total Employment	Occupation Share of Total Employment	Occupation Share of Total Employment	Occupation Share of Total Employment	Occupation Share of Total Employment
11-0000	Management	834	6.0%	7.0%	6.1%	5.9%	6.9%
13-0000	Business and Financial Operations	841	6.0%	8.2%	7.3%	6.1%	6.3%
15-0000	Computer and Mathematical	358	2.6%	5.1%	4.0%	3.0%	3.1%
17-0000	Architecture and Engineering	77	0.6%	1.1%	1.3%	1.6%	1.6%
19-0000	Life, Physical, and Social Science	53	0.4%	0.5%	0.8%	0.7%	0.9%
21-0000	Community and Social Service	148	1.1%	1.1%	1.6%	1.7%	1.8%
23-0000	Legal	78	0.6%	0.4%	0.8%	0.7%	0.9%
25-0000	Educational Instruction and Library	1,223	8.8%	6.4%	5.7%	5.9%	5.7%
27-0000	Arts, Design, Entertainment, Sports, and Media	454	3.3%	1.8%	1.8%	1.5%	1.8%
29-0000	Healthcare Practitioners and Technical	728	5.2%	4.0%	6.0%	6.5%	5.7%
31-0000	Healthcare Support	653	4.7%	3.1%	4.3%	4.0%	4.5%
33-0000	Protective Service	210	1.5%	1.4%	2.1%	2.0%	2.2%
35-0000	Food Preparation and Serving Related	1,679	12.0%	10.8%	7.3%	7.9%	7.5%
37-0000	Building and Grounds Cleaning and Maintenance	593	4.2%	2.9%	3.4%	3.2%	3.5%
39-0000	Personal Care and Service	905	6.5%	3.1%	2.6%	2.3%	2.6%
41-0000	Sales and Related	1,482	10.6%	11.4%	8.2%	8.7%	9.2%
43-0000	Office and Administrative Support	1,710	12.2%	13.3%	13.1%	12.3%	12.0%
45-0000	Farming, Fishing, and Forestry	56	0.4%	0.3%	0.2%	0.3%	0.7%
47-0000	Construction and Extraction	444	3.2%	3.3%	3.5%	3.8%	4.5%
49-0000	Installation, Maintenance, and Repair	442	3.2%	3.0%	3.5%	3.9%	3.9%
51-0000	Production	188	1.3%	4.5%	4.8%	8.3%	5.5%
53-0000	Transportation and Material Moving	746	5.3%	7.1%	11.1%	9.4%	8.6%
55-0000	Military-only	64	0.5%	0.3%	0.2%	0.3%	0.6%
99-0000	Unclassified	0	0.0%	0.0%	0.0%	0.0%	0.0%
Total		13,966	100%	100%	100%	100%	100%

Source: Lightcast



Earnings By Occupation

Office and Administrative Support and Food Preparation and Serving-related occupations make up nearly ¼ of all employment despite relatively lower earnings

Office and Administrative Support and Food Preparation and Serving Related Occupations occupation comprise a total of 3,389 jobs or 24.2% of the total jobs in Powell. However, both occupation brackets make less than the City of Powell's average earnings.

Management jobs earn the most and are sixth largest occupation

With an average earning per job in 2021 of \$111,137 the Management occupation has the highest compensation among occupation types in Powell.

Earnings by Occupation City of Powell (Zip Code), 2022

SOC	Description	Jobs	Share	Average Earnings
43-0000	Office and Administrative Support	1,710	12.2%	\$42,766
35-0000	Food Preparation and Serving Related	1,679	12.0%	\$27,298
41-0000	Sales and Related	1,482	10.6%	\$43,660
25-0000	Educational Instruction and Library	1,223	8.8%	\$55,095
39-0000	Personal Care and Service	905	6.5%	\$31,224
13-0000	Business and Financial Operations	841	6.0%	\$76,586
11-0000	Management	834	6.0%	\$105,097
53-0000	Transportation and Material Moving	746	5.3%	\$41,060
29-0000	Healthcare Practitioners and Technical	728	5.2%	\$89,231
31-0000	Healthcare Support	653	4.7%	\$34,648
37-0000	Building and Grounds Cleaning and Maintenance	593	4.2%	\$33,482
27-0000	Arts, Design, Entertainment, Sports, and Media	454	3.3%	\$61,820
47-0000	Construction and Extraction	444	3.2%	\$55,064
49-0000	Installation, Maintenance, and Repair	442	3.2%	\$51,330
15-0000	Computer and Mathematical	358	2.6%	\$90,095
33-0000	Protective Service	210	1.5%	\$42,408
51-0000	Production	188	1.3%	\$43,909
21-0000	Community and Social Service	148	1.1%	\$54,552
23-0000	Legal	78	0.6%	\$92,891
17-0000	Architecture and Engineering	77	0.6%	\$78,881
55-0000	Military-only	64	0.5%	\$55,320
45-0000	Farming, Fishing, and Forestry	56	0.4%	\$35,192
19-0000	Life, Physical, and Social Science	53	0.4%	\$75,930
99-0000	Unclassified	0	0.0%	Insf. Data
Total		13,966	100%	\$57,284

Source: Lightcast



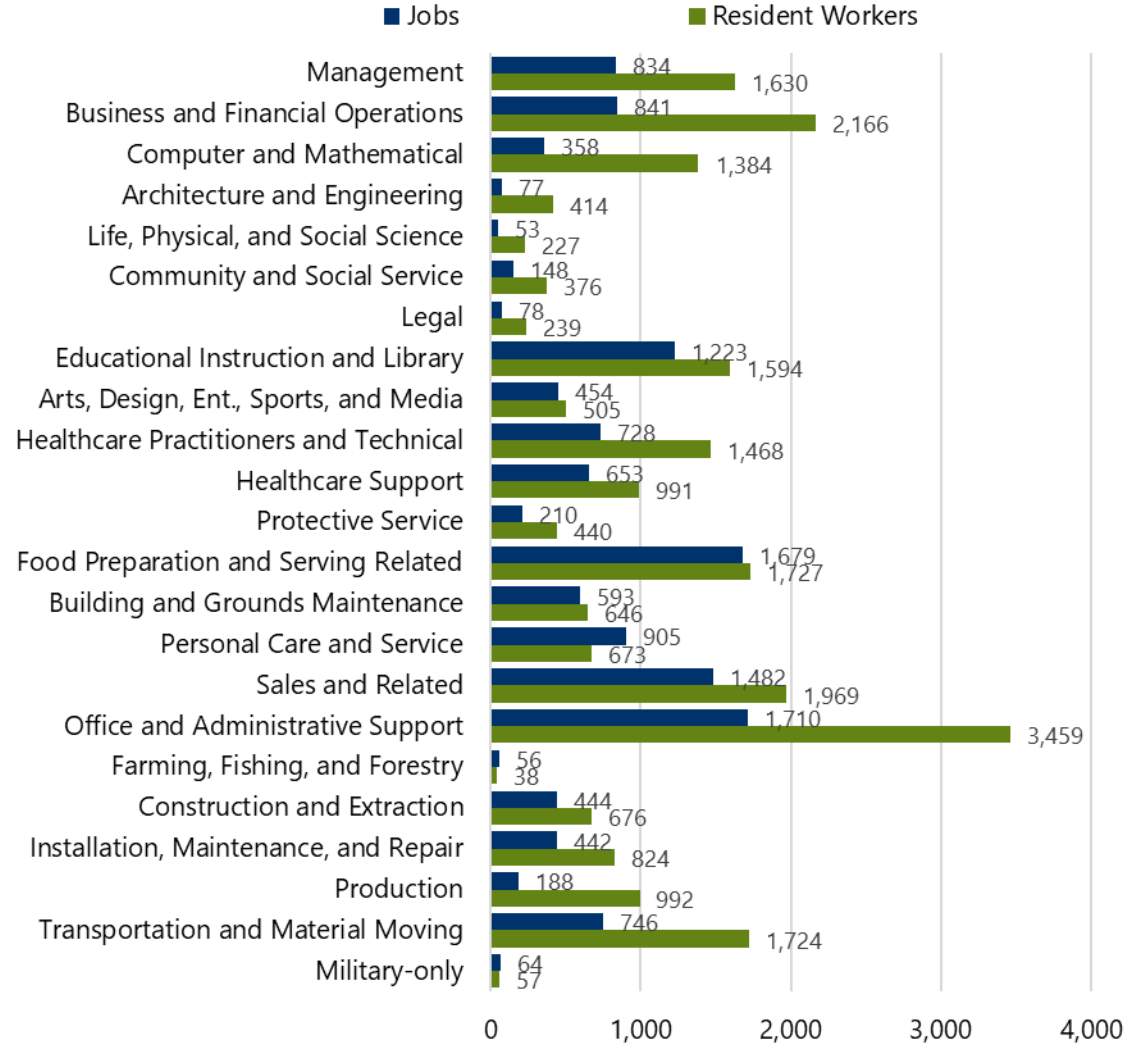
Resident Workers

Overall, Powell’s local labor force is plentiful enough and has the right mix of skills to match the demand for local jobs

For the large majority of occupations within the Powell Zip Code, the resident labor force has sufficient numbers to match and exceed the number of local jobs of the same type. This surplus is large relative to the base of local jobs. As an example, Office and Administrative Support occupations make up 1,710 jobs in 2022, but there are 3,459 local residents fitting this occupation.

The major exception to this mix of workers and jobs within the Powell Zip Code is the Personal Care and Service Occupation, which has roughly 230 fewer resident workers than jobs.

Resident Workers vs Jobs by Occupation, City of Powell, 2022



Source: Lightcast



RETAIL LEAKAGE ANALYSIS

An analysis was conducted to identify whether a local gap exists in any retail categories. Data from Lightcast (formerly EMSI) was analyzed, including household spending in various retail categories, and this spending was compared to sales at retail businesses in the Powell OH Zip Code (43065). Where demand (household spending) is greater than supply (sales at businesses), it indicates there is a gap where demand is not being met, or that households are leaving the area to meet some of their retail needs. Where there is a surplus (sales exceeds demands) it can indicate a market strength where consumers are coming from outside of the area (e.g., tourists). Alternatively, it can be a sign of market saturation in some instances.

The following table shows the top 10 industries where demand exceeds sales within the Powell Zip Code (43065). The top industries where Powell residents are meeting their needs outside the community include online shopping, car purchases, and grocery and department stores. Typically, this would mean that there are opportunities for potential market growth in a community, but given how built-out Powell is, the large square footage requirements of these industries, and Powell’s proximity to other communities in the Columbus metro, increasing the presence of these industries may be challenging.

Top 10 Industries by Difference Between Demand and Sales, Powell OH (43065)

NAICS	Description	2021 Total Demand	2021 Total Sales	Sales Gap (Demand - Sales)
454110	Electronic Shopping and Mail-Order Houses	\$31,795,439	\$6,073,699	\$25,721,739
441110	New Car Dealers	\$31,463,464	\$7,803,333	\$23,660,131
445110	Supermarkets and Other Grocery (except Convenience) Stores	\$31,257,672	\$11,020,072	\$20,237,601
452311	Warehouse Clubs and Supercenters	\$22,189,275	\$8,928,311	\$13,260,964
452210	Department Stores	\$10,735,775	\$1,648,633	\$9,087,142
447110	Gasoline Stations with Convenience Stores	\$16,101,016	\$8,347,099	\$7,753,918
443142	Electronics Stores	\$8,405,776	\$2,298,174	\$6,107,603
444190	Other Building Material Dealers	\$5,180,611	\$0	\$5,180,611
441120	Used Car Dealers	\$5,113,082	\$0	\$5,113,082
452319	All Other General Merchandise Stores	\$5,141,800	\$547,046	\$4,594,754

Source: Lightcast



In contrast, the following table shows the top 10 industries in Powell where sales outstrip demand. A negative Sales Gap means that these industries are seeing more in sales than is generated by local demand, meaning that people from outside Powell are coming into the City to access these goods and services. Six of the top 10 industries by this metric are food providers, bearing out what the City is anecdotally experiencing with many guests visiting Powell's downtown to dine. Powell also has significant sales strength in fitness and recreation centers, home centers (establishments which provide home repair and related materials and services), non-veterinary pet care, and beauty salons.

Top 10 Industries by Difference Between Sales and Demand, Powell OH (43065)

NAICS	Description	2021 Total Demand	2021 Total Sales	Sales Gap (Demand - Sales)
722513	Limited-Service Restaurants	\$55,736,335	\$93,741,115	(\$38,004,780)
713940	Fitness and Recreational Sports Centers	\$4,372,768	\$25,441,891	(\$21,069,124)
444110	Home Centers	\$8,618,351	\$29,420,924	(\$20,802,573)
812910	Pet Care (except Veterinary) Services	\$1,438,309	\$18,083,744	(\$16,645,435)
722330	Mobile Food Services	\$405,201	\$14,863,684	(\$14,458,482)
722511	Full-Service Restaurants	\$48,725,241	\$60,153,270	(\$11,428,029)
722310	Food Service Contractors	\$3,572,937	\$14,022,959	(\$10,450,022)
722320	Caterers	\$1,157,368	\$9,901,261	(\$8,743,892)
722515	Snack and Nonalcoholic Beverage Bars	\$3,299,091	\$7,220,939	(\$3,921,848)
812112	Beauty Salons	\$7,542,750	\$10,828,244	(\$3,285,493)

Source: Lightcast



ATTACHMENT A: DATA TABLES

City of Powell (Zip Code) Industry Table

NAICS	Description	2017 Jobs	2022 Jobs	2017 - 2022 Share	2017 - 2022 % Change	2017 Average Earnings Per Job	2022 Average Earnings Per Job	2017 Location Quotient	2022 Location Quotient
11	Agriculture, Forestry, Fishing and Hunting	120	124	0.9%	4	\$42,180	\$55,818	0.75	0.74
21	Mining, Quarrying, and Oil and Gas Extraction	<10	<10	Insf. Data	Insf. Data	Insf. Data	Insf. Data	0.02	0.10
22	Utilities	<10	<10	Insf. Data	Insf. Data	Insf. Data	Insf. Data	0.02	0.03
23	Construction	614	628	4.5%	14	\$65,620	\$84,186	0.87	0.78
31	Manufacturing	126	136	1.0%	10	\$67,461	\$76,254	0.12	0.13
42	Wholesale Trade	197	234	1.7%	37	\$79,603	\$101,984	0.41	0.47
44	Retail Trade	1,726	1,631	11.7%	(96)	\$32,493	\$44,310	1.30	1.19
48	Transportation and Warehousing	123	120	0.9%	(3)	\$68,536	\$90,376	0.27	0.20
51	Information	70	63	0.4%	(7)	\$94,324	\$166,217	0.29	0.24
52	Finance and Insurance	529	583	4.2%	54	\$107,861	\$128,416	1.02	1.01
53	Real Estate and Rental and Leasing	175	157	1.1%	(17)	\$47,400	\$81,191	0.80	0.65
54	Professional, Scientific, and Technical Services	1,041	1,123	8.0%	83	\$77,274	\$92,952	1.26	1.15
55	Management of Companies and Enterprises	166	155	1.1%	(11)	\$121,941	\$149,224	0.91	0.76
56	Administrative and Support and Waste Management and Remediation Services	953	759	5.4%	(194)	\$57,875	\$75,864	1.18	0.87
61	Educational Services	507	581	4.2%	75	\$19,188	\$25,009	1.55	1.59
62	Health Care and Social Assistance	1,599	1,864	13.3%	266	\$53,479	\$67,548	0.98	1.05
71	Arts, Entertainment, and Recreation	1,593	1,788	12.8%	195	\$26,918	\$32,741	7.11	8.03
72	Accommodation and Food Services	1,596	1,678	12.0%	82	\$21,743	\$27,840	1.43	1.50
81	Other Services (except Public Administration)	828	917	6.6%	89	\$29,679	\$37,919	1.20	1.31
90	Government	1,059	1,420	10.2%	361	\$70,121	\$81,932	0.54	0.70
99	Unclassified Industry	0	0	0.0%	0	\$0	\$0	0.00	0.00
Total		13,023	13,966	100.0%	944	\$48,661	\$61,418		

Source: Lightcast



Delaware County (Zip Code) Industry Table

NAICS	Description	2017 Jobs	2022 Jobs	2017 - 2022 Share	2017 - 2022 % Change	2017 Average Earnings Per Job	2022 Average Earnings Per Job	2017 Location Quotient	2022 Location Quotient
11	Agriculture, Forestry, Fishing and Hunting	783	783	0.8%	(1)	\$42,555	\$54,671	0.66	0.67
21	Mining, Quarrying, and Oil and Gas Extraction	<10	22.36	0.0%	Insf. Data	Insf. Data	\$127,675	0.02	0.07
22	Utilities	157.9	202.5	0.2%	44.5554414	\$100,522	\$126,231	0.48	0.62
23	Construction	4,469	4,560	4.6%	91	\$63,167	\$79,589	0.86	0.81
31	Manufacturing	6,306	6,519	6.6%	213	\$81,380	\$91,453	0.84	0.86
42	Wholesale Trade	2,281	2,715	2.8%	434	\$85,865	\$100,766	0.64	0.77
44	Retail Trade	12,651	11,914	12.1%	(737)	\$32,179	\$42,372	1.29	1.24
48	Transportation and Warehousing	2,437	2,396	2.4%	(41)	\$57,853	\$72,732	0.71	0.56
51	Information	642	577	0.6%	(64)	\$88,151	\$136,033	0.37	0.31
52	Finance and Insurance	6,901	7,436	7.5%	535	\$106,078	\$125,099	1.80	1.82
53	Real Estate and Rental and Leasing	1,193	1,056	1.1%	(138)	\$51,052	\$80,935	0.74	0.62
54	Professional, Scientific, and Technical Services	5,816	6,295	6.4%	479	\$95,047	\$112,482	0.95	0.91
55	Management of Companies and Enterprises	10,492	9,811	10.0%	(680)	\$121,940	\$151,941	7.80	6.86
	Administrative and Support and Waste								
56	Management and Remediation Services	4,215	3,356	3.4%	(859)	\$58,440	\$71,222	0.71	0.54
61	Educational Services	2,481	2,570	2.6%	90	\$26,517	\$28,780	1.03	1.00
62	Health Care and Social Assistance	8,240	9,618	9.8%	1,378	\$55,874	\$69,446	0.69	0.77
71	Arts, Entertainment, and Recreation	3,394	3,715	3.8%	322	\$25,984	\$31,347	2.06	2.36
72	Accommodation and Food Services	10,473	11,072	11.2%	599	\$21,351	\$27,589	1.28	1.41
81	Other Services (except Public Administration)	4,545	4,647	4.7%	103	\$30,073	\$38,966	0.90	0.94
90	Government	8,411	9,269	9.4%	858	\$70,751	\$81,723	0.58	0.65
99	Unclassified Industry	<10	41	0.0%	Insf. Data	Insf. Data	\$65,305	0.07	0.25
	Total	95,900	98,575	100%	2,675	\$63,476	\$77,302		

Source: Lightcast



Columbus MSA Industry Table

NAICS	Description	2017 Jobs	2022 Jobs	2017 - 2022 Share	2017 - 2022 % Change	2017 Average Earnings Per Job	2022 Average Earnings Per Job	2017 Location Quotient	2022 Location Quotient	
11	Agriculture, Forestry, Fishing and Hunting	5,377	5,419	0.5%	42	1%	\$43,060	\$57,051	0.37	0.38
21	Mining, Quarrying, and Oil and Gas Extraction	726	466	0.0%	-259	-36%	\$77,852	\$97,102	0.16	0.12
22	Utilities	4,370	4,276	0.4%	-94	-2%	\$139,138	\$158,819	1.09	1.06
23	Construction	48,216	56,990	4.7%	8,775	18%	\$66,272	\$79,206	0.76	0.82
31	Manufacturing	72,965	74,505	6.2%	1,541	2%	\$78,500	\$89,509	0.80	0.80
42	Wholesale Trade	37,014	35,889	3.0%	-1,125	-3%	\$78,362	\$91,905	0.85	0.83
44	Retail Trade	116,176	106,712	8.9%	-9,465	-8%	\$35,646	\$46,709	0.98	0.91
48	Transportation and Warehousing	60,418	99,390	8.3%	38,972	65%	\$63,118	\$66,442	1.45	1.91
51	Information	17,604	17,281	1.4%	-323	-2%	\$84,623	\$105,056	0.83	0.76
52	Finance and Insurance	65,117	63,041	5.2%	-2,075	-3%	\$96,346	\$119,502	1.40	1.27
53	Real Estate and Rental and Leasing	18,653	21,081	1.8%	2,428	13%	\$56,806	\$74,170	0.95	1.01
54	Professional, Scientific, and Technical Services	74,283	80,170	6.7%	5,887	8%	\$87,399	\$100,654	1.00	0.95
55	Management of Companies and Enterprises	36,950	37,233	3.1%	282	1%	\$130,135	\$152,565	2.26	2.13
	Administrative and Support and Waste									
56	Management and Remediation Services	84,386	82,447	6.9%	-1,939	-2%	\$41,166	\$50,977	1.17	1.09
61	Educational Services	25,143	22,170	1.8%	-2,973	-12%	\$36,635	\$44,826	0.86	0.70
62	Health Care and Social Assistance	148,160	149,450	12.4%	1,290	1%	\$55,568	\$66,981	1.02	0.98
71	Arts, Entertainment, and Recreation	18,305	17,373	1.4%	-932	-5%	\$33,571	\$41,163	0.91	0.91
72	Accommodation and Food Services	93,044	91,243	7.6%	-1,800	-2%	\$21,347	\$27,266	0.93	0.95
81	Other Services (except Public Administration)	57,387	58,577	4.9%	1,190	2%	\$33,798	\$41,280	0.93	0.97
90	Government	180,336	179,590	14.9%	-747	0%	\$77,221	\$91,586	1.03	1.03
99	Unclassified Industry	77	253	0.0%	176	228%	\$45,769	\$47,415	0.05	0.13
	Total	1,164,706	1,203,556	100%	38,850	3%	\$61,729	\$73,992		

Source: Lightcast



State of Ohio Industry Table

NAICS	Description	2017 Jobs	2022 Jobs	2017 - 2022 Share	2017 - 2022 % Change	2017 Average Earnings Per Job	2022 Average Earnings Per Job	2017 Location Quotient	2022 Location Quotient	
11	Agriculture, Forestry, Fishing and Hunting	38,124	36,306	0.6%	-1,817	-5%	\$40,327	\$53,464	0.52	0.52
21	Mining, Quarrying, and Oil and Gas Extraction	11,390	8,583	0.1%	-2,807	-25%	\$86,578	\$94,590	0.49	0.45
22	Utilities	19,324	18,077	0.3%	-1,246	-6%	\$131,399	\$154,487	0.95	0.92
23	Construction	281,509	294,228	5.0%	12,719	5%	\$64,917	\$73,689	0.87	0.87
31	Manufacturing	696,433	687,573	11.7%	-8,860	-1%	\$74,974	\$85,024	1.50	1.51
42	Wholesale Trade	241,819	238,556	4.0%	-3,263	-1%	\$81,968	\$99,355	1.09	1.13
44	Retail Trade	599,871	569,833	9.7%	-30,039	-5%	\$33,556	\$43,443	0.99	0.99
48	Transportation and Warehousing	213,998	278,861	4.7%	64,863	30%	\$60,623	\$67,530	1.01	1.10
51	Information	75,381	72,624	1.2%	-2,758	-4%	\$80,887	\$103,463	0.70	0.66
52	Finance and Insurance	245,070	255,705	4.3%	10,635	4%	\$93,109	\$113,971	1.03	1.05
53	Real Estate and Rental and Leasing	78,056	80,386	1.4%	2,331	3%	\$55,681	\$70,252	0.78	0.79
54	Professional, Scientific, and Technical Services	296,091	316,505	5.4%	20,414	7%	\$84,048	\$100,377	0.78	0.76
55	Management of Companies and Enterprises	141,947	138,495	2.3%	-3,452	-2%	\$126,247	\$153,733	1.71	1.62
	Administrative and Support and Waste									
56	Management and Remediation Services	352,909	350,032	5.9%	-2,877	-1%	\$40,841	\$52,388	0.96	0.95
61	Educational Services	134,305	133,371	2.3%	-934	-1%	\$35,432	\$40,378	0.90	0.87
62	Health Care and Social Assistance	835,869	814,792	13.8%	-21,077	-3%	\$56,900	\$69,803	1.12	1.09
71	Arts, Entertainment, and Recreation	92,228	89,387	1.5%	-2,842	-3%	\$39,045	\$45,280	0.90	0.95
72	Accommodation and Food Services	489,400	460,150	7.8%	-29,250	-6%	\$19,092	\$24,353	0.96	0.98
81	Other Services (except Public Administration)	285,399	272,600	4.6%	-12,799	-4%	\$30,566	\$36,825	0.91	0.92
90	Government	808,618	778,583	13.2%	-30,035	-4%	\$68,132	\$80,371	0.90	0.91
99	Unclassified Industry	461	1,464	0.0%	1,003	218%	\$59,745	\$67,287	0.06	0.15
	Total	5,938,203	5,896,111	100%	-42,092	-1%	\$58,614	\$70,708		

Source: Lightcast



State of Ohio Industry Table

NAICS	Description	2017 Jobs	2022 Jobs	2017 - 2022 Share	2017 - 2022 % Change	2017 Average Earnings Per Job	2022 Average Earnings Per Job	2017 Location Quotient	2022 Location Quotient	
11	Agriculture, Forestry, Fishing and Hunting	38,124	36,306	0.6%	-1,817	-5%	\$40,327	\$53,464	0.52	0.52
21	Mining, Quarrying, and Oil and Gas Extraction	11,390	8,583	0.1%	-2,807	-25%	\$86,578	\$94,590	0.49	0.45
22	Utilities	19,324	18,077	0.3%	-1,246	-6%	\$131,399	\$154,487	0.95	0.92
23	Construction	281,509	294,228	5.0%	12,719	5%	\$64,917	\$73,689	0.87	0.87
31	Manufacturing	696,433	687,573	11.7%	-8,860	-1%	\$74,974	\$85,024	1.50	1.51
42	Wholesale Trade	241,819	238,556	4.0%	-3,263	-1%	\$81,968	\$99,355	1.09	1.13
44	Retail Trade	599,871	569,833	9.7%	-30,039	-5%	\$33,556	\$43,443	0.99	0.99
48	Transportation and Warehousing	213,998	278,861	4.7%	64,863	30%	\$60,623	\$67,530	1.01	1.10
51	Information	75,381	72,624	1.2%	-2,758	-4%	\$80,887	\$103,463	0.70	0.66
52	Finance and Insurance	245,070	255,705	4.3%	10,635	4%	\$93,109	\$113,971	1.03	1.05
53	Real Estate and Rental and Leasing	78,056	80,386	1.4%	2,331	3%	\$55,681	\$70,252	0.78	0.79
54	Professional, Scientific, and Technical Services	296,091	316,505	5.4%	20,414	7%	\$84,048	\$100,377	0.78	0.76
55	Management of Companies and Enterprises	141,947	138,495	2.3%	-3,452	-2%	\$126,247	\$153,733	1.71	1.62
	Administrative and Support and Waste									
56	Management and Remediation Services	352,909	350,032	5.9%	-2,877	-1%	\$40,841	\$52,388	0.96	0.95
61	Educational Services	134,305	133,371	2.3%	-934	-1%	\$35,432	\$40,378	0.90	0.87
62	Health Care and Social Assistance	835,869	814,792	13.8%	-21,077	-3%	\$56,900	\$69,803	1.12	1.09
71	Arts, Entertainment, and Recreation	92,228	89,387	1.5%	-2,842	-3%	\$39,045	\$45,280	0.90	0.95
72	Accommodation and Food Services	489,400	460,150	7.8%	-29,250	-6%	\$19,092	\$24,353	0.96	0.98
81	Other Services (except Public Administration)	285,399	272,600	4.6%	-12,799	-4%	\$30,566	\$36,825	0.91	0.92
90	Government	808,618	778,583	13.2%	-30,035	-4%	\$68,132	\$80,371	0.90	0.91
99	Unclassified Industry	461	1,464	0.0%	1,003	218%	\$59,745	\$67,287	0.06	0.15
	Total	5,938,203	5,896,111	100%	-42,092	-1%	\$58,614	\$70,708		

Source: Lightcast



United States Industry Table

NAICS	Description	2017 Jobs	2022 Jobs	2017 - 2022		2017 - 2022 % Change	2017 Average Earnings Per Job	2022 Average Earnings Per Job	2017 Location Quotient	2022 Location Quotient
				Share	Change					
11	Agriculture, Forestry, Fishing and Hunting	2,009,338	1,988,177	1.2%	-21,161	-1%	\$41,808	\$51,342	1.00	1.00
21	Mining, Quarrying, and Oil and Gas Extraction	637,103	543,169	0.3%	-93,934	-15%	\$121,725	\$135,799	1.00	1.00
22	Utilities	559,975	556,667	0.3%	-3,309	-1%	\$142,348	\$167,907	1.00	1.00
23	Construction	8,850,824	9,573,925	5.7%	723,101	8%	\$65,319	\$76,879	1.00	1.00
31	Manufacturing	12,698,794	12,871,836	7.7%	173,042	1%	\$82,421	\$96,088	1.00	1.00
42	Wholesale Trade	6,064,686	5,982,846	3.6%	-81,839	-1%	\$87,925	\$107,872	1.00	1.00
44	Retail Trade	16,642,539	16,303,272	9.8%	-339,267	-2%	\$37,044	\$47,894	1.00	1.00
48	Transportation and Warehousing	5,805,145	7,192,679	4.3%	1,387,534	24%	\$63,271	\$71,302	1.00	1.00
51	Information	2,963,975	3,132,320	1.9%	168,345	6%	\$118,294	\$168,705	1.00	1.00
52	Finance and Insurance	6,509,857	6,893,520	4.1%	383,663	6%	\$122,279	\$151,060	1.00	1.00
53	Real Estate and Rental and Leasing	2,731,011	2,890,884	1.7%	159,873	6%	\$64,524	\$82,466	1.00	1.00
54	Professional, Scientific, and Technical Services	10,354,556	11,710,932	7.0%	1,356,376	13%	\$102,439	\$125,941	1.00	1.00
55	Management of Companies and Enterprises Administrative and Support and Waste Management and Remediation Services	2,281,603	2,417,749	1.5%	136,146	6%	\$140,448	\$171,819	1.00	1.00
56	Management and Remediation Services	10,086,859	10,436,646	6.3%	349,787	3%	\$45,428	\$58,958	1.00	1.00
61	Educational Services	4,083,983	4,358,960	2.6%	274,977	7%	\$47,633	\$54,987	1.00	1.00
62	Health Care and Social Assistance	20,394,292	21,178,823	12.7%	784,531	4%	\$59,467	\$72,517	1.00	1.00
71	Arts, Entertainment, and Recreation	2,800,876	2,657,704	1.6%	-143,171	-5%	\$42,806	\$51,794	1.00	1.00
72	Accommodation and Food Services	13,931,199	13,310,195	8.0%	-621,004	-4%	\$24,107	\$31,015	1.00	1.00
81	Other Services (except Public Administration)	8,615,348	8,359,091	5.0%	-256,257	-3%	\$32,784	\$39,637	1.00	1.00
90	Government	24,530,608	24,097,195	14.5%	-433,413	-2%	\$74,313	\$88,292	1.00	1.00
99	Unclassified Industry	219,719	274,291	0.2%	54,572	25%	\$65,845	\$86,411	1.00	1.00
Total		162,772,290	166,730,882	100%	3,958,591	2%	\$64,681	\$79,791		

Source: Lightcast



City of Powell (Zip Code) Occupation Table

SOC	Description	2017 - 2022		2017 - 2022 %		2022 Location Quotient	Competitive Effect	Median Annual Earnings	Avg. Annual Earnings	
		2017 Jobs	2022 Jobs	Share	Change					Change
11-0000	Management Occupations	632	834	6%	202	32%	0.87	52	\$89,797.48	\$105,096.82
13-0000	Business and Financial Operations Occupations	716	841	6%	124	17%	0.96	-45	\$69,693.33	\$76,585.79
15-0000	Computer and Mathematical Occupations	328	358	3%	30	9%	0.81	-8	\$85,475.25	\$90,094.91
17-0000	Architecture and Engineering Occupations	90	77	1%	-13	-14%	0.34	-13	\$71,757.23	\$78,881.49
19-0000	Life, Physical, and Social Science Occupations	46	53	0%	7	14%	0.41	4	\$72,418.60	\$75,929.88
21-0000	Community and Social Service Occupations	140	148	1%	8	6%	0.61	-1	\$50,645.78	\$54,552.05
23-0000	Legal Occupations	62	78	1%	17	27%	0.65	11	\$72,399.68	\$92,891.41
25-0000	Educational Instruction and Library Occupations	1,057	1,223	9%	166	16%	1.53	181	\$48,119.21	\$55,094.61
27-0000	Arts, Design, Entertainment, Sports, and Media Occupations	447	454	3%	7	2%	1.80	-1	\$46,756.68	\$61,819.80
29-0000	Healthcare Practitioners and Technical Occupations	555	728	5%	174	31%	0.92	142	\$71,235.65	\$89,230.57
31-0000	Healthcare Support Occupations	546	653	5%	107	20%	1.04	62	\$29,586.08	\$34,647.90
33-0000	Protective Service Occupations	194	210	2%	16	8%	0.70	15	\$33,676.86	\$42,408.38
35-0000	Food Preparation and Serving Related Occupations	1,690	1,679	12%	-11	-1%	1.59	107	\$24,111.24	\$27,297.51
37-0000	Building and Grounds Cleaning and Maintenance Occupations	579	593	4%	14	2%	1.21	35	\$29,447.25	\$33,481.97
39-0000	Personal Care and Service Occupations	704	905	6%	201	29%	2.45	268	\$24,099.27	\$31,223.96
41-0000	Sales and Related Occupations	1,547	1,482	11%	-66	-4%	1.16	8	\$29,106.85	\$43,660.14
43-0000	Office and Administrative Support Occupations	1,712	1,710	12%	-2	0%	1.02	90	\$39,567.37	\$42,765.82
45-0000	Farming, Fishing, and Forestry Occupations	61	56	0%	-5	-8%	0.57	-1	\$30,661.59	\$35,191.61
47-0000	Construction and Extraction Occupations	446	444	3%	-2	0%	0.71	-12	\$50,929.77	\$55,064.50
49-0000	Installation, Maintenance, and Repair Occupations	426	442	3%	17	4%	0.81	1	\$48,911.00	\$51,330.38
51-0000	Production Occupations	208	188	1%	-20	-10%	0.24	-14	\$40,202.78	\$43,909.27
53-0000	Transportation and Material Moving Occupations	777	746	5%	-31	-4%	0.62	-106	\$37,239.77	\$41,059.71
55-0000	Military-only occupations	61	64	0%	3	5%	0.75	3	\$50,201.94	\$55,319.57
99-0000	Unclassified Occupation	0	0	0%	0	0%	0.00	0	\$0.00	Insf. Data
Total		13,023	13,966	100%	944	7%		777		

Source: Lightcast



Delaware County Occupation Tables

SOC	Description	2017 - 2022		2017 - 2022 %	2022 Location	Competitive	Median Annual	Avg. Annual		
		Jobs	Jobs	Share	Change	Change	Quotient	Effect	Earnings	Earnings
11-0000	Management Occupations	5,826	6,943	7%	1,117	19%	1.02	-265	\$97,273.29	\$111,173.93
13-0000	Business and Financial Operations Occupations	7,331	8,094	8%	763	10%	1.31	-973	\$70,648.00	\$77,773.08
15-0000	Computer and Mathematical Occupations	4,694	4,990	5%	295	6%	1.61	-252	\$87,732.69	\$91,830.82
17-0000	Architecture and Engineering Occupations	1,527	1,107	1%	-420	-28%	0.70	-424	\$78,470.36	\$85,551.99
19-0000	Life, Physical, and Social Science Occupations	431	446	0%	15	3%	0.50	-11	\$71,927.61	\$76,585.27
21-0000	Community and Social Service Occupations	1,029	1,068	1%	39	4%	0.62	-31	\$50,383.45	\$54,500.37
23-0000	Legal Occupations	424	443	0%	19	4%	0.52	-24	\$73,820.63	\$94,677.79
25-0000	Educational Instruction and Library Occupations	5,881	6,271	6%	391	7%	1.11	474	\$56,004.08	\$60,660.25
27-0000	Arts, Design, Entertainment, Sports, and Media Occupations	1,873	1,771	2%	-102	-5%	0.99	-139	\$50,376.28	\$64,853.56
29-0000	Healthcare Practitioners and Technical Occupations	3,116	3,922	4%	806	26%	0.70	628	\$69,133.50	\$88,009.29
31-0000	Healthcare Support Occupations	2,566	3,044	3%	478	19%	0.69	269	\$29,812.33	\$33,898.46
33-0000	Protective Service Occupations	1,259	1,388	1%	129	10%	0.65	125	\$46,655.67	\$51,299.40
35-0000	Food Preparation and Serving Related Occupations	10,822	10,631	11%	-191	-2%	1.43	567	\$24,095.19	\$27,235.17
37-0000	Building and Grounds Cleaning and Maintenance Occupations	2,849	2,813	3%	-36	-1%	0.82	63	\$29,388.45	\$33,293.50
39-0000	Personal Care and Service Occupations	2,821	3,103	3%	282	10%	1.19	551	\$24,593.13	\$31,352.24
41-0000	Sales and Related Occupations	11,710	11,211	11%	-499	-4%	1.24	57	\$29,967.29	\$47,148.64
43-0000	Office and Administrative Support Occupations	13,627	13,153	13%	-475	-3%	1.11	262	\$40,398.98	\$43,309.25
45-0000	Farming, Fishing, and Forestry Occupations	346	321	0%	-24	-7%	0.46	-2	\$30,643.62	\$35,160.93
47-0000	Construction and Extraction Occupations	3,339	3,277	3%	-62	-2%	0.74	-140	\$50,008.67	\$54,965.65
49-0000	Installation, Maintenance, and Repair Occupations	2,806	2,908	3%	102	4%	0.75	-2	\$49,675.72	\$52,386.50
51-0000	Production Occupations	4,224	4,429	4%	206	5%	0.82	326	\$41,477.23	\$45,118.29
53-0000	Transportation and Material Moving Occupations	7,127	6,958	7%	-168	-2%	0.82	-858	\$37,966.88	\$41,014.90
55-0000	Military-only occupations	273	286	0%	13	5%	0.48	14	\$50,201.94	\$55,319.57
99-0000	Unclassified Occupation	0	0	0%	0	0%	0.00	0	\$0.00	Insf. Data
Total		95,900	98,575	100%	2,675	3%		213		

Source: Lightcast



Columbus MSA Occupation Table

SOC	Description	2017 - 2022		2017 - 2022 %		2022 Location Quotient	Competitive Effect	Median Annual Earnings	Avg. Annual Earnings	
		2017 Jobs	2022 Jobs	Share	Change					Change
11-0000	Management Occupations	60,587	73,712	6%	13,125	22%	0.89	-1,248	\$94,508.91	\$109,231.18
13-0000	Business and Financial Operations Occupations	79,032	87,674	7%	8,642	11%	1.16	-10,075	\$70,491.29	\$78,776.97
15-0000	Computer and Mathematical Occupations	44,626	47,900	4%	3,274	7%	1.27	-1,934	\$86,089.03	\$91,321.90
17-0000	Architecture and Engineering Occupations	19,217	15,874	1%	-3,343	-17%	0.82	-3,387	\$75,398.08	\$84,598.12
19-0000	Life, Physical, and Social Science Occupations	9,768	9,369	1%	-399	-4%	0.85	-1,000	\$70,300.62	\$77,719.50
21-0000	Community and Social Service Occupations	19,259	19,675	2%	416	2%	0.93	-907	\$50,124.71	\$54,263.06
23-0000	Legal Occupations	10,215	9,927	1%	-289	-3%	0.95	-1,314	\$77,375.64	\$106,564.42
25-0000	Educational Instruction and Library Occupations	73,345	68,690	6%	-4,655	-6%	1.00	-3,621	\$59,153.21	\$65,331.62
27-0000	Arts, Design, Entertainment, Sports, and Media Occupations	22,336	21,962	2%	-374	-2%	1.01	-810	\$48,690.00	\$63,562.83
29-0000	Healthcare Practitioners and Technical Occupations	65,642	72,716	6%	7,075	11%	1.07	3,341	\$68,444.05	\$86,852.21
31-0000	Healthcare Support Occupations	47,515	51,889	4%	4,374	9%	0.96	508	\$29,380.29	\$32,520.11
33-0000	Protective Service Occupations	22,970	25,452	2%	2,482	11%	0.98	2,410	\$49,764.43	\$56,507.00
35-0000	Food Preparation and Serving Related Occupations	96,394	88,209	7%	-8,185	-8%	0.97	-1,430	\$24,098.30	\$27,525.08
37-0000	Building and Grounds Cleaning and Maintenance Occupations	42,790	40,736	3%	-2,054	-5%	0.97	-559	\$29,917.69	\$34,306.49
39-0000	Personal Care and Service Occupations	32,723	31,614	3%	-1,109	-3%	0.99	2,010	\$25,217.09	\$32,832.90
41-0000	Sales and Related Occupations	100,964	98,592	8%	-2,372	-2%	0.89	2,424	\$30,701.37	\$49,628.55
43-0000	Office and Administrative Support Occupations	164,943	157,461	13%	-7,482	-5%	1.09	1,438	\$40,142.37	\$43,466.11
45-0000	Farming, Fishing, and Forestry Occupations	3,047	2,762	0%	-285	-9%	0.32	-90	\$30,370.80	\$35,609.39
47-0000	Construction and Extraction Occupations	37,799	42,296	4%	4,498	12%	0.78	3,614	\$50,876.57	\$55,279.41
49-0000	Installation, Maintenance, and Repair Occupations	41,432	42,495	4%	1,064	3%	0.90	-471	\$49,965.25	\$52,654.57
51-0000	Production Occupations	55,554	57,497	5%	1,944	3%	0.87	3,523	\$38,797.04	\$42,853.57
53-0000	Transportation and Material Moving Occupations	111,626	134,104	11%	22,478	20%	1.30	11,682	\$38,349.08	\$43,298.68
55-0000	Military-only occupations	2,923	2,948	0%	25	1%	0.40	31	\$56,366.70	\$62,337.34
99-0000	Unclassified Occupation	0	0	0%	0	0%	0.00	0	\$0.00	Insf. Data
Total		1,164,706	1,203,556	100%	38,850	3%		4,135		

Source: Lightcast



United States Occupation Table

SOC	Description	2017 - 2022			2017 - 2022 %		Median Annual Earnings	Avg. Annual Earnings
		2017 Jobs	2022 Jobs	Share	Change	Change		
11-0000	Management Occupations	9,282,609	11,484,763	7%	2,202,154	24%	\$99,059.06	\$115,742.68
13-0000	Business and Financial Operations Occupations	8,479,067	10,487,200	6%	2,008,133	24%	\$72,774.31	\$84,803.04
15-0000	Computer and Mathematical Occupations	4,693,086	5,240,750	3%	547,664	12%	\$93,282.02	\$99,559.73
17-0000	Architecture and Engineering Occupations	2,686,979	2,693,160	2%	6,181	0%	\$84,741.20	\$92,593.12
19-0000	Life, Physical, and Social Science Occupations	1,432,408	1,520,432	1%	88,024	6%	\$71,087.00	\$83,379.40
21-0000	Community and Social Service Occupations	2,736,006	2,923,868	2%	187,862	7%	\$48,923.25	\$54,888.54
23-0000	Legal Occupations	1,313,004	1,444,782	1%	131,777	10%	\$85,806.70	\$119,363.11
25-0000	Educational Instruction and Library Occupations	9,679,354	9,542,935	6%	-136,419	-1%	\$52,351.59	\$63,408.05
27-0000	Arts, Design, Entertainment, Sports, and Media Occupations	2,957,962	3,015,739	2%	57,777	2%	\$50,756.62	\$68,597.75
29-0000	Healthcare Practitioners and Technical Occupations	8,927,461	9,435,233	6%	507,772	6%	\$69,882.55	\$93,060.00
31-0000	Healthcare Support Occupations	6,948,900	7,514,282	5%	565,383	8%	\$29,908.94	\$33,620.95
33-0000	Protective Service Occupations	3,587,230	3,598,499	2%	11,269	0%	\$44,353.02	\$53,540.13
35-0000	Food Preparation and Serving Related Occupations	13,520,626	12,573,102	8%	-947,525	-7%	\$27,688.75	\$29,572.22
37-0000	Building and Grounds Cleaning and Maintenance Occupations	6,043,704	5,832,573	3%	-211,131	-3%	\$30,626.62	\$35,014.32
39-0000	Personal Care and Service Occupations	4,873,463	4,408,963	3%	-464,499	-10%	\$28,840.86	\$34,901.25
41-0000	Sales and Related Occupations	16,028,034	15,266,719	9%	-761,315	-5%	\$33,372.41	\$49,250.84
43-0000	Office and Administrative Support Occupations	21,231,239	20,083,034	12%	-1,148,205	-5%	\$39,962.03	\$43,601.60
45-0000	Farming, Fishing, and Forestry Occupations	1,260,393	1,180,042	1%	-80,352	-6%	\$29,666.70	\$34,796.91
47-0000	Construction and Extraction Occupations	7,334,907	7,506,354	5%	171,447	2%	\$47,970.00	\$55,470.68
49-0000	Installation, Maintenance, and Repair Occupations	6,295,538	6,528,809	4%	233,271	4%	\$48,978.69	\$53,263.96
51-0000	Production Occupations	9,422,025	9,154,161	5%	-267,863	-3%	\$38,561.16	\$43,212.10
53-0000	Transportation and Material Moving Occupations	13,019,909	14,279,087	9%	1,259,178	10%	\$35,461.10	\$42,732.24
55-0000	Military-only occupations	1,018,384	1,016,393	1%	-1,991	0%	\$37,077.41	\$46,987.06
99-0000	Unclassified Occupation	0	0	0%	0	0%	\$0.00	Insf. Data
Total		162,772,290	166,730,882	100%	3,958,591	2%		

Source: Lightcast



State of Ohio Occupation Table

SOC	Description	2017 - 2022		2017 - 2022 %	2022 Location	Competitive	Median Annual	Avg. Annual		
		Jobs	Jobs	Share	Change	Change	Quotient	Effect	Earnings	Earnings
11-0000	Management Occupations	294,388	350,684	6%	56,296	19%	0.86	-13,543	\$93,325.20	\$106,245.17
13-0000	Business and Financial Operations Occupations	302,227	358,188	6%	55,960	19%	0.97	-15,617	\$67,550.96	\$75,933.45
15-0000	Computer and Mathematical Occupations	161,406	177,358	3%	15,953	10%	0.96	-2,883	\$82,452.95	\$86,263.42
17-0000	Architecture and Engineering Occupations	97,497	93,170	2%	-4,328	-4%	0.98	-4,552	\$77,502.56	\$84,637.05
19-0000	Life, Physical, and Social Science Occupations	44,135	41,425	1%	-2,710	-6%	0.77	-5,422	\$68,215.76	\$76,795.82
21-0000	Community and Social Service Occupations	101,279	101,742	2%	464	0%	0.98	-6,490	\$47,768.07	\$50,995.97
23-0000	Legal Occupations	39,599	38,848	1%	-751	-2%	0.76	-4,725	\$75,688.36	\$101,047.72
25-0000	Educational Instruction and Library Occupations	358,181	346,628	6%	-11,553	-3%	1.03	-6,504	\$56,507.82	\$62,980.98
27-0000	Arts, Design, Entertainment, Sports, and Media Occupations	89,410	87,512	1%	-1,898	-2%	0.82	-3,644	\$46,205.82	\$59,700.75
29-0000	Healthcare Practitioners and Technical Occupations	369,487	383,448	7%	13,961	4%	1.15	-7,054	\$64,232.85	\$82,560.90
31-0000	Healthcare Support Occupations	242,490	238,240	4%	-4,250	-2%	0.90	-23,980	\$29,272.18	\$32,064.43
33-0000	Protective Service Occupations	117,507	117,800	2%	294	0%	0.93	-76	\$47,672.68	\$50,645.70
35-0000	Food Preparation and Serving Related Occupations	514,194	463,910	8%	-50,284	-10%	1.04	-14,249	\$22,870.61	\$26,343.38
37-0000	Building and Grounds Cleaning and Maintenance Occupations	202,331	186,369	3%	-15,962	-8%	0.90	-8,894	\$29,408.94	\$32,852.15
39-0000	Personal Care and Service Occupations	151,594	134,659	2%	-16,935	-11%	0.86	-2,487	\$24,833.39	\$31,901.78
41-0000	Sales and Related Occupations	554,019	513,229	9%	-40,790	-7%	0.95	-14,475	\$29,610.58	\$46,498.58
43-0000	Office and Administrative Support Occupations	786,363	726,587	12%	-59,776	-8%	1.02	-17,249	\$38,208.38	\$41,568.80
45-0000	Farming, Fishing, and Forestry Occupations	20,428	18,685	0%	-1,743	-9%	0.45	-440	\$28,992.70	\$34,736.44
47-0000	Construction and Extraction Occupations	230,585	224,179	4%	-6,406	-3%	0.84	-11,796	\$49,419.79	\$54,023.55
49-0000	Installation, Maintenance, and Repair Occupations	231,063	231,509	4%	446	0%	1.00	-8,116	\$49,355.63	\$51,257.20
51-0000	Production Occupations	504,957	489,184	8%	-15,773	-3%	1.51	-1,417	\$38,800.91	\$42,138.89
53-0000	Transportation and Material Moving Occupations	506,702	554,333	9%	47,631	9%	1.10	-1,374	\$36,002.26	\$40,366.62
55-0000	Military-only occupations	18,361	18,423	0%	62	0%	0.51	98	\$55,779.93	\$61,466.18
99-0000	Unclassified Occupation	0	0	0%	0	0%	0.00	0	\$0.00	Insf. Data
Total		5,938,203	5,896,111	100%	-42,092	-1%		-174,889		

Source: Lightcast



Key Industry Metrics by Arts, Entertainment, and Recreation, City of Powell

NAICS	Description	2022 Jobs	2017 - 2022 Jobs % Change	2022 Location Quotient
712130	Zoos and Botanical Gardens	575	-162	165.17
713910	Golf Courses and Country Clubs	482	167	14.74
713940	Fitness and Recreational Sports Centers	383	84	7.32
711130	Musical Groups and Artists	131	41	23.95
712190	Nature Parks and Other Similar Institutions	81	31	82.08
713990	All Other Amusement and Recreation Industries	37	0	2.00
711219	Other Spectator Sports	23	-15	6.89
713950	Bowling Centers	18	0	3.31
711310	Promoters of Performing Arts, Sports, and Similar Events with Facilities	15	5	1.80
711211	Sports Teams and Clubs	14	0	1.73
713110	Amusement and Theme Parks	13	-1	0.82

Source: Lightcast



Key Industry Metrics by Health Care and Social Assistance, City of Powell

NAICS	Description	2022 Jobs	2017 - 2022 Jobs % Change	2022 Location Quotient
621330	Offices of Physical, Occupational and Speech Therapists, and Audiologists	211	126	5.64
621610	Offices of Physicians (except Mental Health Specialists)	376	93	1.62
623210	Specialty (except Psychiatric and Substance Abuse) Hospitals	63	63	3.12
621420	Continuing Care Retirement Communities	66	23	1.76
622110	Assisted Living Facilities for the Elderly	45	20	1.23
624190	Home Health Care Services	58	17	0.43
621492	Services for the Elderly and Persons with Disabilities	246	5	1.34
621999	Offices of Chiropractors	23	3	1.62
621399	Diagnostic Imaging Centers	12	0	1.68
624230	Medical Laboratories	27	0	1.30
624229	Offices of Optometrists	11	0	0.81
621498	Residential Intellectual and Developmental Disability Facilities	14	0	0.43
624110	Other Individual and Family Services	12	0	0.26
621493	Offices of Dentists	222	-9	2.51
621391	General Medical and Surgical Hospitals	114	-27	0.29
621491	Child Day Care Services	273	-42	2.87
624221	Vocational Rehabilitation Services	59	-50	2.50

Source: Lightcast



Key Industry Metrics by Accomodation and Food Services, City of Powell

NAICS	Description	2022 Jobs	2017 - 2022 Jobs % Change	2022 Location Quotient
722513	Limited-Service Restaurants	713	105	1.92
722511	Full-Service Restaurants	598	3	1.42
722515	Snack and Nonalcoholic Beverage Bars	112	53	1.50
722310	Food Service Contractors	98	7	2.17
721110	Hotels (except Casino Hotels) and Motels	67	20	0.59
722410	Drinking Places (Alcoholic Beverages)	40	-9	1.18
722320	Caterers	31	-98	1.74
722330	Mobile Food Services	19	1	5.82

Source: Lightcast



Key Industry Metrics by Retail Trade, City of Powell

NAICS	Description	2022 Jobs	2017 - 2022 Jobs % Change	2022 Location Quotient
444110	Home Centers	296	23	4.44
441110	New Car Dealers	144	-6	1.60
452311	Warehouse Clubs and Supercenters	118	-2	0.88
445110	Supermarkets and Other Grocery (except Convenience) Stores	109	-33	0.50
446110	Pharmacies and Drug Stores	105	8	1.79
451110	Sporting Goods Stores	83	-20	3.26
447110	Gasoline Stations with Convenience Stores	77	14	1.06
442110	Furniture Stores	68	52	3.43
444220	Nursery, Garden Center, and Farm Supply Stores	64	7	4.78
448140	Family Clothing Stores	59	-30	1.79
445310	Beer, Wine, and Liquor Stores	48	4	3.14
441310	Automotive Parts and Accessories Stores	43	6	1.35
453220	Gift, Novelty, and Souvenir Stores	40	-18	3.31
453910	Pet and Pet Supplies Stores	39	-3	3.54
453310	Used Merchandise Stores	32	-14	1.76
451120	Hobby, Toy, and Game Stores	31	-15	2.79
448120	Women's Clothing Stores	27	-16	1.60
453991	Tobacco Stores	27	14	4.60
451130	Sewing, Needlework, and Piece Goods Stores	22	5	6.00
441320	Tire Dealers	22	1	1.43
452210	Department Stores	19	-12	0.23
453110	Florists	17	6	2.57
442299	All Other Home Furnishings Stores	15	2	1.19
453998	All Other Miscellaneous Store Retailers (except Tobacco Stores)	15	0	0.73
448310	Jewelry Stores	14	-6	1.29
454110	Electronic Shopping and Mail-Order Houses	14	-2	0.27

Source: Lightcast



Average Earnings by Industry, City of Powell (Zip Code), 2022

NAICS	Description	Average Earnings
51	Information	\$166,217
55	Management of Companies and Enterprises	\$149,224
52	Finance and Insurance	\$128,416
42	Wholesale Trade	\$101,984
54	Professional, Scientific, and Technical Services	\$92,952
48	Transportation and Warehousing	\$90,376
23	Construction	\$84,186
90	Government	\$81,932
53	Real Estate and Rental and Leasing	\$81,191
31	Manufacturing	\$76,254
56	Administrative and Support and Waste Management and Remediation Services	\$75,864
62	Health Care and Social Assistance	\$67,548
11	Agriculture, Forestry, Fishing and Hunting	\$55,818
44	Retail Trade	\$44,310
81	Other Services (except Public Administration)	\$37,919
71	Arts, Entertainment, and Recreation	\$32,741
72	Accommodation and Food Services	\$27,840
61	Educational Services	\$25,009

Source: Lightcast



Industries as a Share of Total Jobs Across Regions, 2022

NAICS	Description	City of Powell	Delaware County	Columbus MSA	Ohio	United States
11	Agriculture, Forestry, Fishing and Hunting	0.9%	0.8%	0.5%	0.6%	1.2%
21	Mining, Quarrying, and Oil and Gas Extraction	0.0%	0.0%	0.0%	0.1%	0.3%
22	Utilities	0.0%	0.2%	0.4%	0.3%	0.3%
23	Construction	4.5%	4.6%	4.7%	5.0%	5.7%
31	Manufacturing	1.0%	6.6%	6.2%	11.7%	7.7%
42	Wholesale Trade	1.7%	2.8%	3.0%	4.0%	3.6%
44	Retail Trade	11.7%	12.1%	8.9%	9.7%	9.8%
48	Transportation and Warehousing	0.9%	2.4%	8.3%	4.7%	4.3%
51	Information	0.4%	0.6%	1.4%	1.2%	1.9%
52	Finance and Insurance	4.2%	7.5%	5.2%	4.3%	4.1%
53	Real Estate and Rental and Leasing	1.1%	1.1%	1.8%	1.4%	1.7%
54	Professional, Scientific, and Technical Services	8.0%	6.4%	6.7%	5.4%	7.0%
55	Management of Companies and Enterprises	1.1%	10.0%	3.1%	2.3%	1.5%
56	Administrative and Support and Waste Management and Remediation Services	5.4%	3.4%	6.9%	5.9%	6.3%
61	Educational Services	4.2%	2.6%	1.8%	2.3%	2.6%
62	Health Care and Social Assistance	13.3%	9.8%	12.4%	13.8%	12.7%
71	Arts, Entertainment, and Recreation	12.8%	3.8%	1.4%	1.5%	1.6%
72	Accommodation and Food Services	12.0%	11.2%	7.6%	7.8%	8.0%
81	Other Services (except Public Administration)	6.6%	4.7%	4.9%	4.6%	5.0%
90	Government	10.2%	9.4%	14.9%	13.2%	14.5%

Source: Lightcast

December Unemployment by Geography, 2017-2022

Geography	2017	2018	2019	2020	2021	2022
Delaware County	3,124	3,391	3,143	4,142	2,549	2,821
Columbus MSA	40,026	42,372	38,394	57,557	33,049	34,354

Source: Lightcast



Population Migration Trends, 2021

	City of Powell	Delaware County	Columbus MSA	Ohio
Moved; within same county	1.1%	4.0%	9.3%	8.1%
Moved; from different county, same state	3.9%	5.3%	4.0%	3.3%
Moved; from different state	2.1%	1.8%	1.9%	1.7%
Moved; from abroad	0.0%	0.5%	0.5%	0.3%

Source: ACS 5-year estimates, 2021



Appendix II: Real Estate Profile



REAL ESTATE PROFILE

SUMMARY

For this review of the area's commercial real estate, the City of Powell identified six specific market areas of interest (see map on page 4). Combined, the office, retail, and industrial properties in these six study areas sum to nearly 2.4 million square feet (msf) and represent nearly three-quarters (73%) of the city's total 3.2 msf of commercial space.

By a large margin, the southern market area of the Sawmill Parkway corridor is the largest of the six identified market areas with respect to the stock of commercial real estate. With a total of 1.4 msf of office, retail and industrial space, this area is home to 60% of all commercial real estate found in the six study areas combined. Showing a 21% share, the Downtown area has just under half a million square feet ranks as the second largest study market area with the central area of the Sawmill Parkway and the Seldom Seen market areas each representing around 8% of the cumulative square footage.

The northern market area of the Sawmill Parkway is still smaller (3% of the total), but the Western Gateway, dominated by the Columbus Zoo and the Safari Golf Club, contains very little commercial space.

For the most part, the Powell real estate market fundamentals are sound with generally very low vacancy rates and rental pricing consistent with the overall Columbus levels. Within the six sub-markets, there is some variation to be found with somewhat higher vacancy rates isolated to a few sectors, but overall conditions remain healthy.

Throughout the six market areas, however, there remain a number of opportunities for new development activity. Available land currently being marketed by brokers totals 180 acres within five of the six market areas. The greatest amount, 72 acres, is found in the northern market area within the Sawmill Parkway corridor. Meanwhile, the Western Gateway shows no available acreage currently listed for development, though it includes large undeveloped or underutilized tracts that could be potentially redeveloped in the future.



KEY TAKEAWAYS

THE SIX STUDY MARKET AREAS

- The Sawmill Parkway's southern market area constitutes the largest inventory of the six study areas with 1.42 million square feet of commercial space (60% of the total).
- The Downtown market area registers a distant second with roughly one-fifth of the total commercial square footage (21%).
- Retail dominates five out of the six market areas with the Seldom Seen area the sole exception. Here, two-thirds of all commercial real estate are offices. And nearly all of that is medical offices.

OFFICE SPACE

- Overall office vacancies in Powell register just 4.7% - less than half of the rate seen throughout the greater Columbus metropolitan area.
- Low vacancies have been driven in part by limited additions to the available inventory. Over the past decade, a mere 37,000 sf have been added to Powell's total office stock – an increase of less than 5%.
- Medical offices account for one-quarter of all office space found in the study market areas but this share jumps to 93% in the northern market area of the Sawmill Parkway corridor.

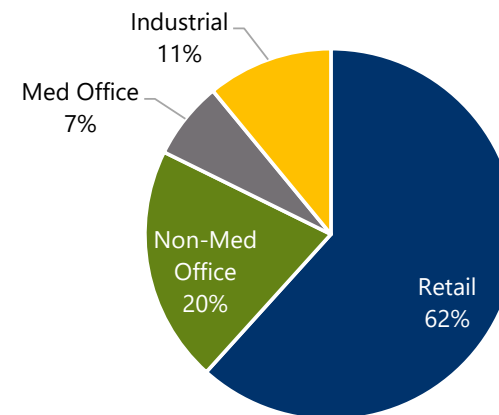
RETAIL SPACE

- Retail represents the largest portion of commercial real estate in the study areas, accounting for 62% of total stock.
- At .5%, retail vacancies in Powell are strikingly low and less than half the rates seen throughout the Columbus metropolitan area.
- Tight supply has driven rental rates above those seen throughout the Columbus market in general, but prices nevertheless remain more affordable than in neighboring Dublin and Polaris.
- Several new additions have increased total retail inventories by more than 200,000 sf (18%) over the past decade, but strong demand has meant full absorption of this new space.

INDUSTRIAL SPACE

- Industrial uses (primarily warehousing) account for the smallest share of commercial real estate in the six study areas, just 11% of the total.
- Only the Downtown, Seldom Seen, and southern Sawmill Parkway market areas include any industrial real estate. The other half of the study areas include no industrial space whatsoever.
- While demand is strong everywhere, limited availability has driven vacancies throughout Powell down to 0.0%.

Six Study Areas Real Estate Inventory - 2022



Source: CoStar



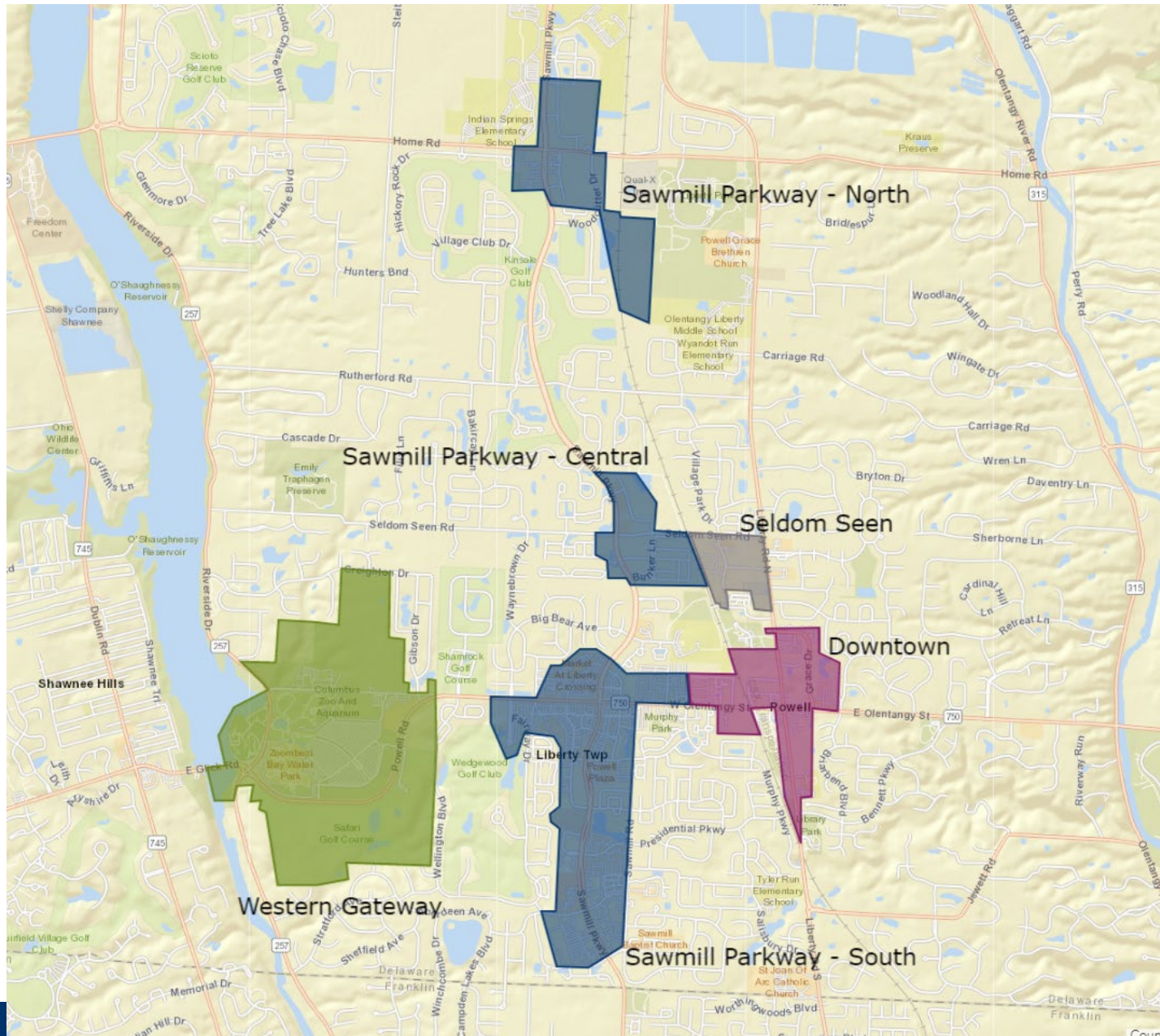
- Industrial rental rates in Powell stand above the Columbus area average but are still more affordable than the nearby Dublin and Worthington sub-markets.

LAND

- A total of 180 acres of developable land can be found throughout the six study areas. The northern market area of the Sawmill Parkway corridor shows the largest cumulative total with 72 acres.
- While the median site size registers 1.9 acres, several larger parcels of 10 acres or more are also available.
- Beyond the six study market areas defined for this review, an additional 800 acres of available land can be found in the Powell area (43065 ZIP Code).



THE SIX COMMERCIAL MARKET STUDY AREAS



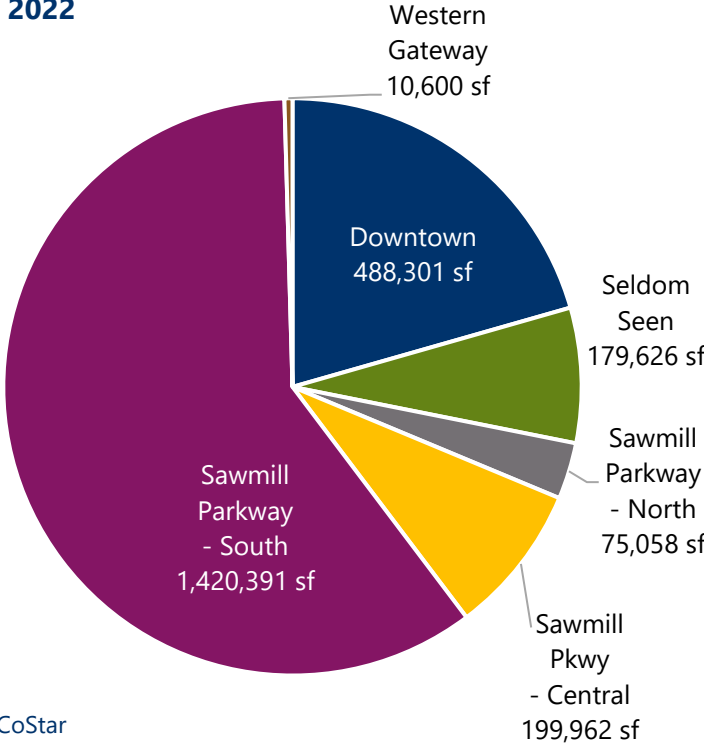
REAL ESTATE OVERVIEW

COMMERCIAL REAL ESTATE DOMINATED BY DOWNTOWN AND THE SOUTHERN MARKET AREA OF SAWMILL PARKWAY CORRIDOR.

The city of Powell identified six separate real estate market areas of study, including the Western Gateway, the Seldom Seen area, three areas along the Sawmill Parkway specified as North, Central, and South, and the Downtown area.

Of these, the Sawmill Parkway South market is far and away the largest in terms of the current stock of commercial real estate with a total of over 1.42 million square feet (msf) of space. This represents more than 59.8% of existing space among the six defined geographies. With 20.6% of the combined commercial real estate, the Downtown area stands as the second largest with 488,300 sf. The Seldom Seen and Central Sawmill Parkway market areas are similar in the amount of square footage with the Northern Sawmill Parkway area coming in at less than half of those. Despite its large physical size, the Western Gateway market area is home to strikingly little commercial space, containing a modest 10,600 sf of commercial real estate.

Total Commercial Real Estate within Six Market Areas - 2022



Source: CoStar



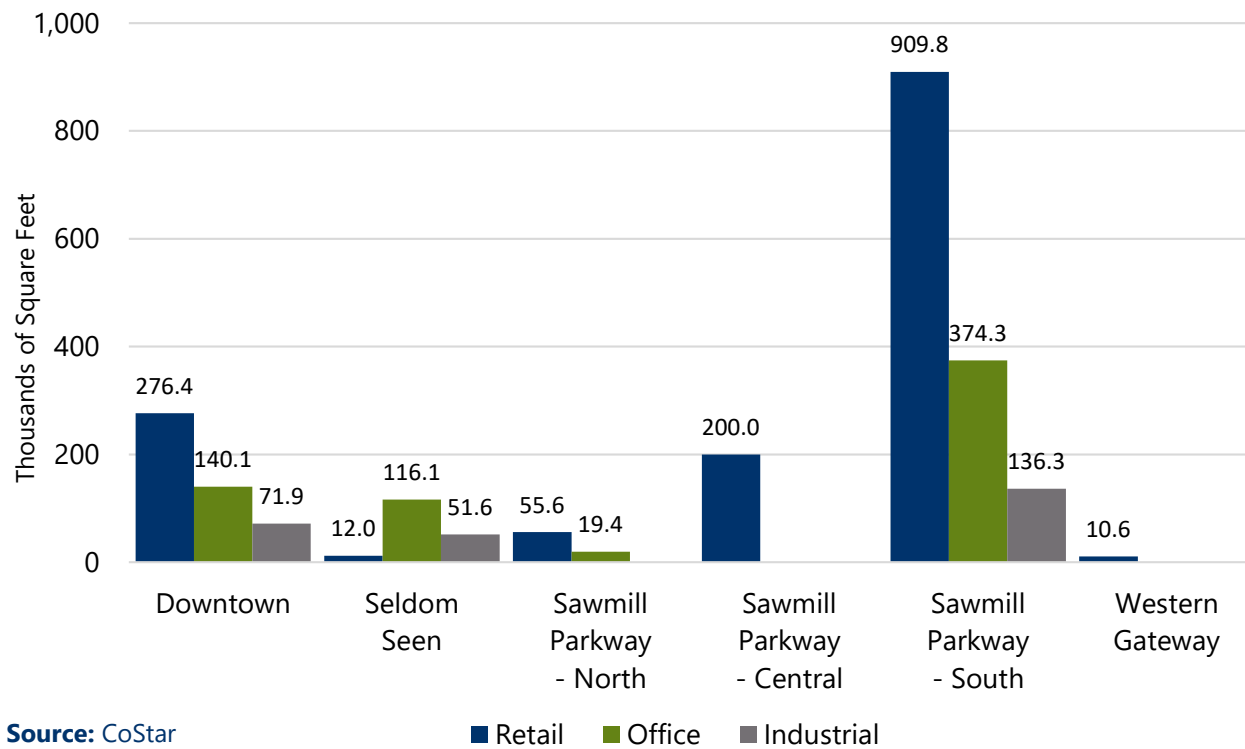
REAL ESTATE OVERVIEW (CONTINUED)

When split among the three major structure types covered in this review, the Southern market area of the Sawmill Parkway again posts the highest levels for each category – Office, Retail, and Industrial. And again, the Downtown market area places a distant second.

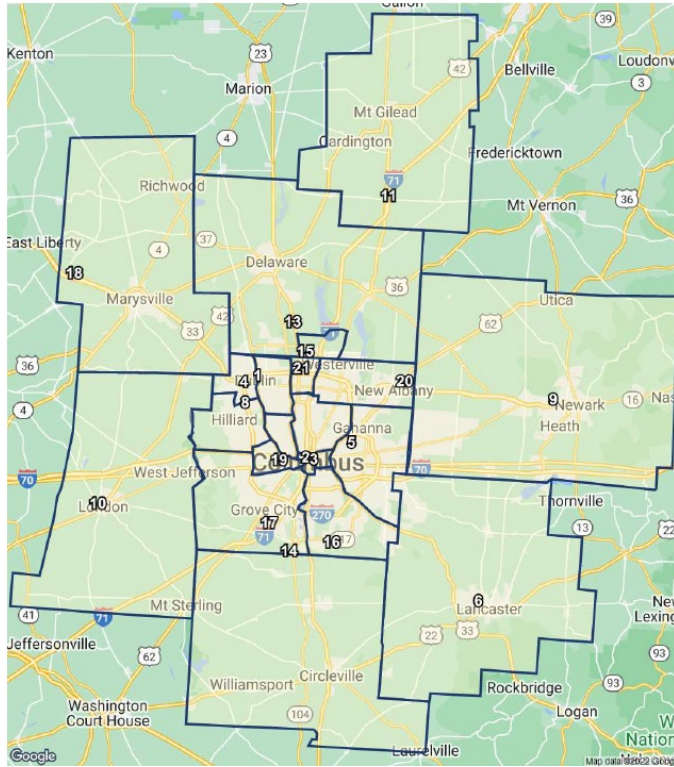
Retail stands as the dominant category within five of the markets with the Seldom Seen area proving the sole exception. In this geography, office space represents nearly two-thirds of the total.

In the northern market area of the Sawmill Parkway corridor, space is split between just retail and office with no industrial properties to be found. Similarly, the Central market area of the Sawmill Parkway and the Western Gateway area hold no Industrial space or any offices with their commercial space limited exclusively to Retail.

Market Area by Property Type - Total Square Footage 2022



OFFICE



Columbus Area Office Market Metrics - 2022

No.	Submarket	Buildings	Total SF (000)	Vacancy Rate	Ann Rent Per SF
1	Bethel Rd	293	5,023	9.2%	\$19.64
2	Downtown	548	30,605	8.7%	\$22.08
3	Downtown East	137	2,133	0.8%	\$20.13
4	Dublin	312	11,751	18.9%	\$21.76
5	East	621	8,029	8.5%	\$21.52
6	Fairfield County	295	2,097	2.7%	\$19.39
7	Grandview/Upper Arlington	295	6,021	3.6%	\$21.61
8	Hilliard	161	2,486	13.2%	\$19.37
9	Licking County	303	2,921	12.2%	\$19.86
10	Madison County	41	197	0.5%	\$16.79
11	Morrow County	23	106	0.0%	\$17.64
12	North Central	417	11,978	9.5%	\$23.33
Powell		118	850	4.7%	\$20.90
13	Rest of Delaware County	212	2,113	3.8%	\$19.78
14	Pickaway County	66	418	2.2%	\$18.72
15	Polaris	129	7,031	9.5%	\$23.48
16	Southeast	172	1,368	3.0%	\$19.76
17	Southwest	203	1,614	2.6%	\$20.30
18	Union County	67	937	0.0%	\$19.71
19	West	177	3,068	10.1%	\$20.53
20	Westerville	417	9,370	14.5%	\$21.51
21	Worthington	244	6,028	17.8%	\$18.62
Columbus MSA		5,285	116,331	10.1%	\$21.47

Note: City of Powell represented by the 43065 Zip Code

Source: CoStar/Camoin Associates

The Columbus area office market has faced a challenging several years as weakening demand pushed vacancy rates to 10.1% in 2022. This follows the pattern seen throughout the country as pandemic-driven layoffs and a sharpening trend in work-at-home employment saw nationwide vacancies top 12.5%.

For its part, the City of Powell has fared well with vacancies holding below 5% and rental rates standing near the metro-area average. This stands in stark contrast to the neighboring communities of Dublin, Polaris, and Worthington as well as the Bethel Road submarket, all of which currently see much higher levels of unoccupied office space. With rental rates on par with the overall metropolitan area and well below those seen in some surrounding areas, Powell is fortunate to have maintained a more balanced overall market.



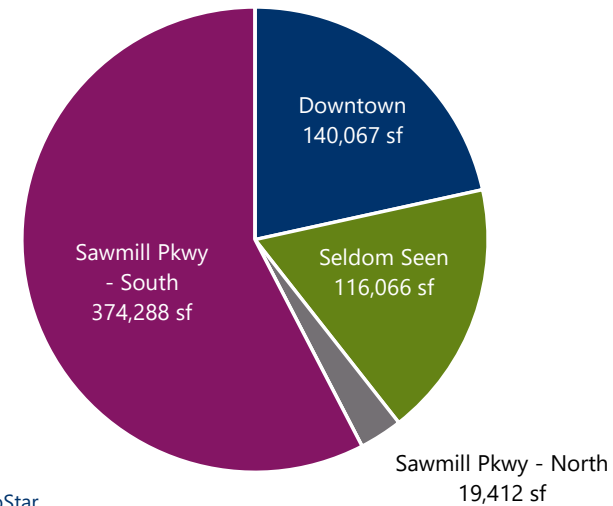
A WELL-BALANCED MARKET

Summing to nearly 650,000 sf, the four study market areas of this review represent just over three-quarters of Powell’s 850,000 sf total office space. With just shy of 375,000 sf, the southern market area of the Sawmill Parkway corridor provides the lion’s share of this real estate – well over twice the amount found downtown.

Demand for office space in Powell overall remains quite well balanced compared to surrounding communities with an overall vacancy rate of only 4.7%. Most of that available space is found in the southern market area of the Sawmill Parkway corridor while the northern Sawmill Parkway and downtown market areas remain fully leased out.

In part, the market remains so tight due to the lack of much new inventory becoming available. Over the past five years, the sole addition to the city’s stock is a 10,400 sf property in the Seldom Seen market area.

Office Space by Market Area - 2022



Source: CoStar

Office Property Inventory in Powell - 2022

	City of Powell	Downtown	Seldom Seen	Sawmill Parkway - North	Sawmill Parkway - South	Sum of Market Areas
Number of Buildings	118	33	15	3	39	90
Total SF	850,119	140,067	116,066	19,412	374,288	649,833
Vacant SF	39,799	0	3,152	0	23,963	27,115
Vacancy Rate	4.7%	0.0%	2.7%	0.0%	6.4%	4.2%
Percent of Powell						
Total SF	100.0%	16.5%	13.7%	2.3%	44.0%	76.4%
Vacant SF	100.0%	0.0%	7.9%	0.0%	60.2%	68.1%

Note: City of Powell represented by the 43065 Zip Code

Source: CoStar



BREAKDOWN BY USAGE

For the most part office properties throughout the city of Powell are nearly entirely occupied. Specifically, those offices that are not used by medical professionals. Those non-medical offices found Downtown, in the Seldom Seen market area, and in the northern Sawmill Parkway area are fully occupied and, after folding in the southern Sawmill Parkway area's modest amount of open space, vacancies stand at a mere 1.3%.

This is in contrast to medical office space found in the study market areas which register a combined 12.9% vacancy rate. While these percentages are higher in the Seldom Seen and Sawmill Parkway South market areas, they still sum to only 20,600 sf – a modest amount that could easily be filled with just a handful of new lease signings.

There remains one notable unknown for the area, however, which is the proposed development by Ohio State University to construct a new 200,000 sf medical care facility to be associated with the

Wexner Medical Center. To the extent this development includes medical office space, it would add significantly to the stock of space in the northern market area of the Sawmill Parkway corridor. This would bring additional demand in the local area but the effect on the other market areas is less clear. Some outside providers may choose to locate within the City of Powell the degree of that attraction is yet to be seen.

Office Market Metrics for Powell - 2022

All Office Space	Number of Buildings	Total SF	Vacant SF	Occupied SF	Vacancy Rate
Downtown	33	140,067	0	140,067	0.0%
Seldom Seen	15	116,066	3,152	112,914	2.7%
Sawmill Pkwy - North	3	19,412	0	19,412	0.0%
Sawmill Pkwy - South	39	374,288	23,963	350,325	6.4%
Total Office	90	649,833	27,115	622,718	4.2%

Non-Medical Office Space					
Downtown	32	134,267	0	134,267	0.0%
Seldom Seen	11	99,898	0	99,898	0.0%
Sawmill Pkwy - North	1	1,282	0	1,282	0.0%
Sawmill Pkwy - South	28	253,826	6,478	247,348	2.6%
Total Non-Med Office	72	489,273	6,478	482,795	1.3%

Medical Office Space					
Downtown	1	5,800	0	5,800	0.0%
Seldom Seen	4	16,168	3,152	13,016	19.5%
Sawmill Pkwy - North	2	18,130	0	18,130	0.0%
Sawmill Pkwy - South	11	120,462	17,485	102,977	14.5%
Total Medical Office	18	160,560	20,637	139,923	12.9%

Source: CoStar



BREAKDOWN BY SIZE CLASS

The market is skewed heavily towards smaller structures with less than 9% measuring 15,000 sf or larger. In fact, nearly two-thirds of all office buildings in the six market areas measure less than 10,000 sf.

Overall, offices show a median size of 5,000 sf, while medical offices tend to be slightly larger with a median area of 5,800 sf. Given the environment where many companies are downsizing the amount of space they require (due to increased work-at-home), these smaller spaces may gain additional attention, driving vacancies down further.

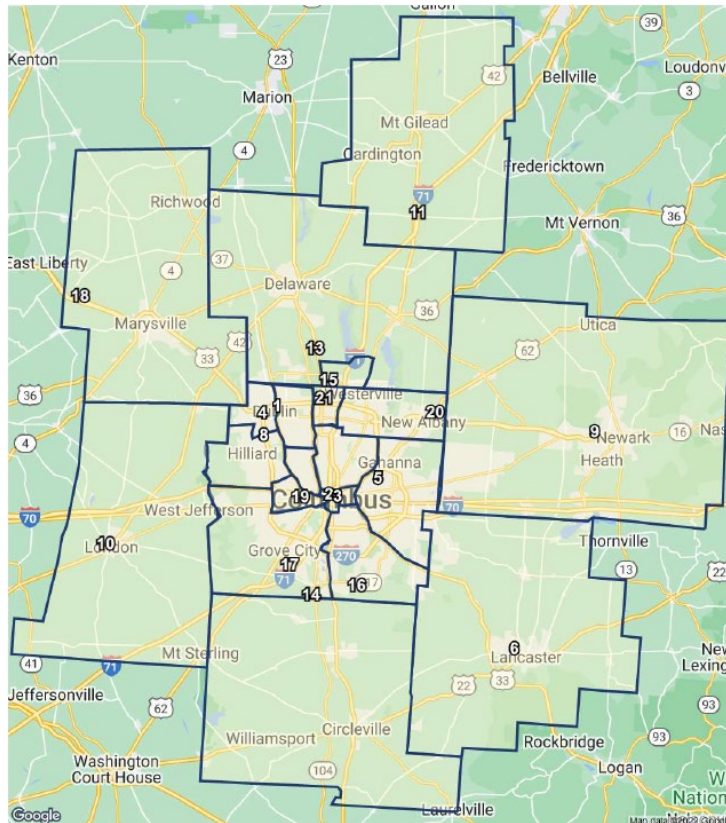
Office Properties by Size Class - 2022

Area of Buildings (sf)	Total Offices		Medical Offices		Non-Medical Offices	
	Number	Total Area (sf)	Number	Total Area (sf)	Number	Total Area (sf)
Total Inventory	90	649,833	18	160,560	72	489,273
Less Than 5,000	45.6%	19.1%	33.3%	13.8%	48.6%	20.9%
5,000 to 9,999	33.3%	30.7%	38.9%	29.3%	31.9%	31.2%
10,000 to 14,999	12.2%	20.5%	11.1%	16.3%	12.5%	21.9%
15,000 to 24,999	5.6%	14.3%	11.1%	22.2%	4.2%	11.8%
25,000 or Greater	3.3%	15.3%	5.6%	18.3%	2.8%	14.3%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Median sf		5,000		5,800		4,908

Source: CoStar



RETAIL



Columbus Area Retail Market Metrics - 2022

No.	Submarket	Buildings	Total SF (000)	Vacancy Rate	Ann Rent Per SF
1	Bethel Rd	376	7,991	2.2%	\$19.69
2	Downtown	343	3,456	2.8%	\$20.51
3	Downtown East	204	1,026	1.2%	\$14.87
4	Dublin	167	3,663	4.5%	\$23.58
5	East	1,328	17,759	6.4%	\$15.15
6	Fairfield County	662	8,263	4.8%	\$16.93
7	Grandview/Upper Arlington	326	3,636	2.2%	\$20.92
8	Hilliard	320	4,839	1.0%	\$18.28
9	Licking County	760	8,277	1.5%	\$16.02
10	Madison County	178	1,559	2.6%	\$11.33
11	Morrow County	103	603	1.8%	\$9.51
12	North Central	1,369	13,798	1.7%	\$21.83
	Powell	189	1,960	1.5%	\$20.40
13	Rest of Delaware County	390	4,914	2.8%	\$20.46
14	Pickaway County	212	1,944	5.6%	\$12.77
15	Polaris	217	6,044	2.8%	\$26.77
16	Southeast	509	4,101	4.8%	\$14.25
17	Southwest	548	7,020	2.7%	\$17.67
18	Union County	196	2,754	0.9%	\$17.12
19	West	527	5,735	17.7%	\$13.78
20	Westerville	642	8,972	2.9%	\$17.53
21	Worthington	177	2,245	3.3%	\$18.31
	Columbus MSA	9,707	122,094	3.7%	\$18.23

Note: City of Powell represented by the 43065 Zip Code

Source: CoStar/Camoin Associates

With vacancies measuring a slim 3.7%, retail vacancies in for Columbus metropolitan area stand slightly below the national rate (4.3%). Even lower is the 1.5% seen for the City of Powell. As with the office market, this is lower than several of the neighboring communities including Dublin, Polaris, Worthington, and the Bethel Road market area. This firm market has also driven rental rates up to \$20.40 in 2022. While above the metro-area average, this is still more affordable than nearby Dublin and Polaris.



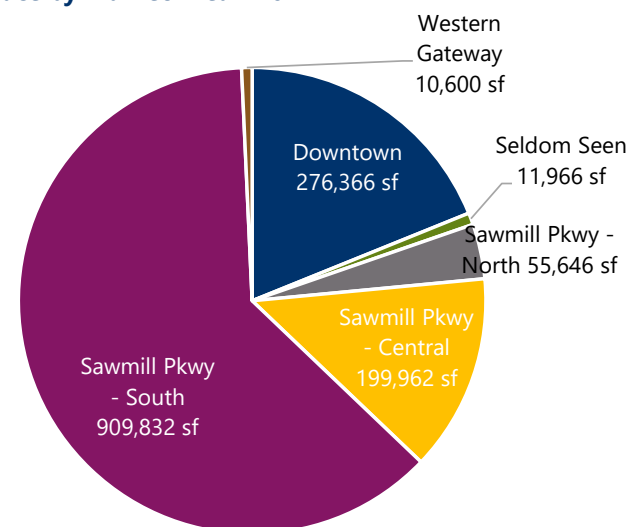
SOUTHERN MARKET AREA OF SAWMILL PARKWAY CONTINUES TO DOMINATE RETAIL

Registering over 900,000 sf, the southern market area of the Sawmill Parkway corridor makes up nearly half (46%) of the total retail space in the City of Powell. The Downtown area measures a distant second with just over 276,000 sf, followed by the Central Sawmill Parkway market area at 200,000 sf.

In three of the six market areas, space is completely leased resulting in zero vacancies for the Seldom Seen area, Sawmill Parkway North, and the Western Gateway. And, despite its size, the Sawmill Parkway South's 4,000 sf of vacant space is negligible – a mere 0.4% vacancy.

Over the past decade, several new developments have been added to the Powell market, the most prominent being the 130,000 sf Target store found in the southern market area of the Sawmill Parkway corridor. Other standout developments include a 30,000 sf addition to the Market at Liberty Crossing and the downtown additions in and around Armita Plaza.

Retail Space by Market Area - 2022



Source: CoStar

Retail Property Inventory in Powell - 2022

	City of Powell	Downtown	Seldom Seen	Sawmill Parkway - North	Sawmill Pkwy - Central	Sawmill Parkway - South	Western Gateway	Sum of Market Areas
Number of Buildings	189	40	2	8	15	61	3	129
Total SF	1,960,065	276,366	11,966	55,646	199,962	909,832	10,600	1,464,372
Vacant SF	28,485	9,860	0	0	6,425	4,000	0	20,285
Vacancy Rate	1.5%	3.6%	0.0%	0.0%	3.2%	0.4%	0.0%	1.4%
Percent of Powell								
Total SF	100.0%	14.1%	0.6%	2.8%	10.2%	46.4%	0.5%	74.7%
Vacant SF	100.0%	34.6%	0.0%	0.0%	22.6%	14.0%	0.0%	71.2%

Note: City of Powell represented by the 43065 Zip Code

Source: CoStar



BREAKDOWN BY SIZE CLASS

Of those retail facilities spread throughout Powell’s six market study areas, a full 70% measure less than 10,000 sf.

With this sector, however, it is also not surprising to see a high proportion of properties in the upper size class as well. Led by the likes of Target and the Giant Eagle Supermarket, more than one out of eight properties include 25,000 sf or more with the result that these also provide more than half (55%) of all retail space.

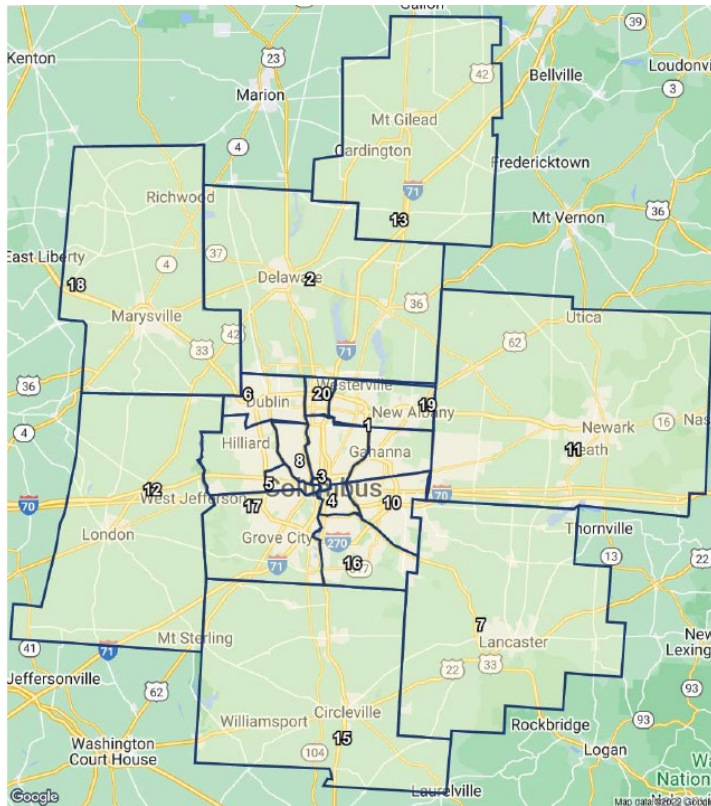
Retail Properties by Size Class - 2022

Area of Buildings (sf)	Number	Total Area (sf)
Total Inventory	129	1,464,374
Less Than 5,000	46.5%	11.2%
5,000 to 9,999	24.0%	14.3%
10,000 to 14,999	11.6%	11.8%
15,000 to 24,999	4.7%	7.5%
25,000 or Greater	13.2%	55.2%
Total	100.0%	100.0%
Median sf		8,066

Source: CoStar



INDUSTRIAL



Columbus Area Industrial Market Metrics - 2022

No.	Submarket	Buildings	Total SF (000)	Vacancy Rate	Ann Rent Per SF
1	Airport	472	21,139	2.5%	\$7.70
	Powell	46	434	0.0%	\$8.25
2	Rest of Delaware County	296	15,446	2.8%	\$9.27
3	Downtown	57	1,202	1.0%	\$10.12
4	Downtown South	345	14,846	3.4%	\$7.07
5	Downtown West	405	15,221	0.8%	\$6.58
6	Dublin	124	4,105	0.4%	\$9.90
7	Fairfield County	329	11,380	4.0%	\$7.38
8	Grandview	200	4,839	2.5%	\$11.00
9	Hilliard	464	27,324	1.5%	\$7.30
10	I-70 East Corridor	214	10,266	0.9%	\$6.95
11	Licking County	528	38,894	4.6%	\$6.88
12	Madison County	97	18,434	5.9%	\$6.81
13	Morrow County	27	1,800	0.0%	\$6.62
14	N Central Columbus	579	17,157	1.2%	\$7.93
15	Pickaway County	92	14,931	8.3%	\$5.86
16	Southeast	465	71,479	4.6%	\$6.48
17	SW Columbus	417	23,807	4.1%	\$7.60
18	Union County	230	12,112	1.0%	\$8.30
19	Westerville	143	5,232	0.6%	\$10.09
20	Worthington	177	8,889	3.2%	\$9.79
Columbus MSA		5,707	340,589	3.5%	\$7.33

Note: City of Powell represented by the 43065 Zip Code

Source: CoStar/Camoin Associates

Healthy demand for industrial space in Columbus reflects the overall strength seen nationwide as vacancies stand at a mere 3.5% - on par with the U.S. rate. The modest amount of space found in Powell, however, is even more in demand as overall vacancies stand at 0.0% with no space to be found at any price. This helps explain why the local rental rate currently stands 12% above that of the overall metropolitan area (\$8.25/sf annually vs \$7.33/sf annually).

While Powell's neighboring communities may not see zero vacancies, demand in Dublin, Worthington, and the broader Delaware county all has led to very low vacancy rates. This reflects the overall demand for warehouse and distribution space which has seen tremendous growth since the beginning of the pandemic – most especially in the northern sub-markets of the Columbus metropolitan area.



MODEST INDUSTRIAL OFFERINGS

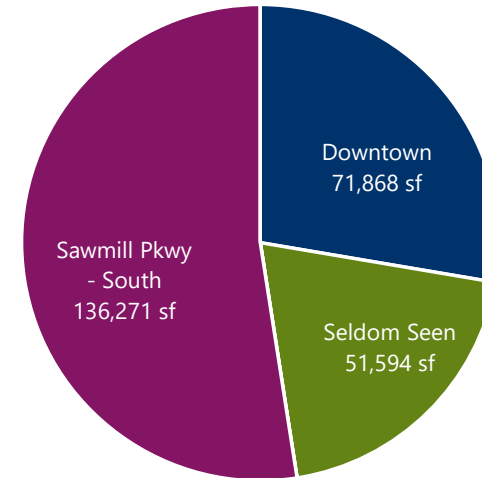
The amount of industrial space in the City of Powell is exceptionally modest within the Columbus area totaling a mere 434,200 sf – 0.1% of the metropolitan area’s total market.

Once more the Sawmill Parkway’s southern market area holds the largest share of space while the Downtown and the Seldom Seen market areas also register a modest amount of industrial square footage.

Notably, the other three market areas are absent from this listing with no industrial found in those geographies.

Given this slight offering, it is not surprising to find that demand has been sufficient to snap up all available space, yielding zero vacancies in all three of these market areas – and throughout the rest of Powell as well.

Industrial Space by Market Area - 2022



Source: CoStar

Industrial Property Inventory in Powell - 2022

	City of Powell*	Downtown	Seldom Seen	Sawmill Pkwy - South	Sum of Market Areas
Number of Buildings	46	10	5	10	25
Total SF	434,195	71,868	51,594	136,271	259,733
Vacant SF	0	0	0	0	0
Vacancy Rate	0.0%	0.0%	0.0%	0.0%	0.0%
Percent of Powell					
Total SF	100.0%	16.6%	11.9%	31.4%	59.8%

Note: City of Powell represented by the 43065 Zip Code

Source: CoStar



BREAKDOWN BY TYPE AND SIZE CLASS

Eighteen out of 25 industrial sites found in Powell’s six market study areas register less than 10,000 sf. Due to their more modest size, however, these sum to less than half of all square footage available.

Conversely, just two properties, both on West Powell Rd., account for nearly one-quarter of all industrial sites – both automotive-related.

Examining the components of industrial real estate in the six market areas shows a handful of auto repair facilities and a showroom for construction materials. For the most part, however, warehouses rank as the largest element making up more than 80% of both buildings and square footage. Notably, these are modestly sized structures designed for local retailers and small manufacturers. The town is not positioned near enough to major highway access points to attract development of larger logistics or distributions centers – a type of real estate currently undergoing a good deal of expansion.

Industrial Properties by Size Class - 2022

Area of Buildings (sf)	Number	Total Area (sf)
Total Inventory	25	259,733
Less Than 5,000	12.0%	4.2%
5,000 to 9,999	60.0%	43.0%
10,000 to 14,999	12.0%	14.2%
15,000 to 24,999	8.0%	15.5%
25,000 or Greater	8.0%	23.1%
Total	100.0%	100.0%
Median sf		8,066

Source: CoStar

Components of Industrial Real Estate - 2022

	Buildings		Area (sf)		Average
	Level	Share	Level	Share	Size (sf)
Warehouse	21	84.0%	214,327	82.5%	10,206
Service	3	12.0%	41,428	16.0%	13,809
Showroom	1	4.0%	3,978	1.5%	3,978
Total	25	100.0%	259,733	100.0%	10,389

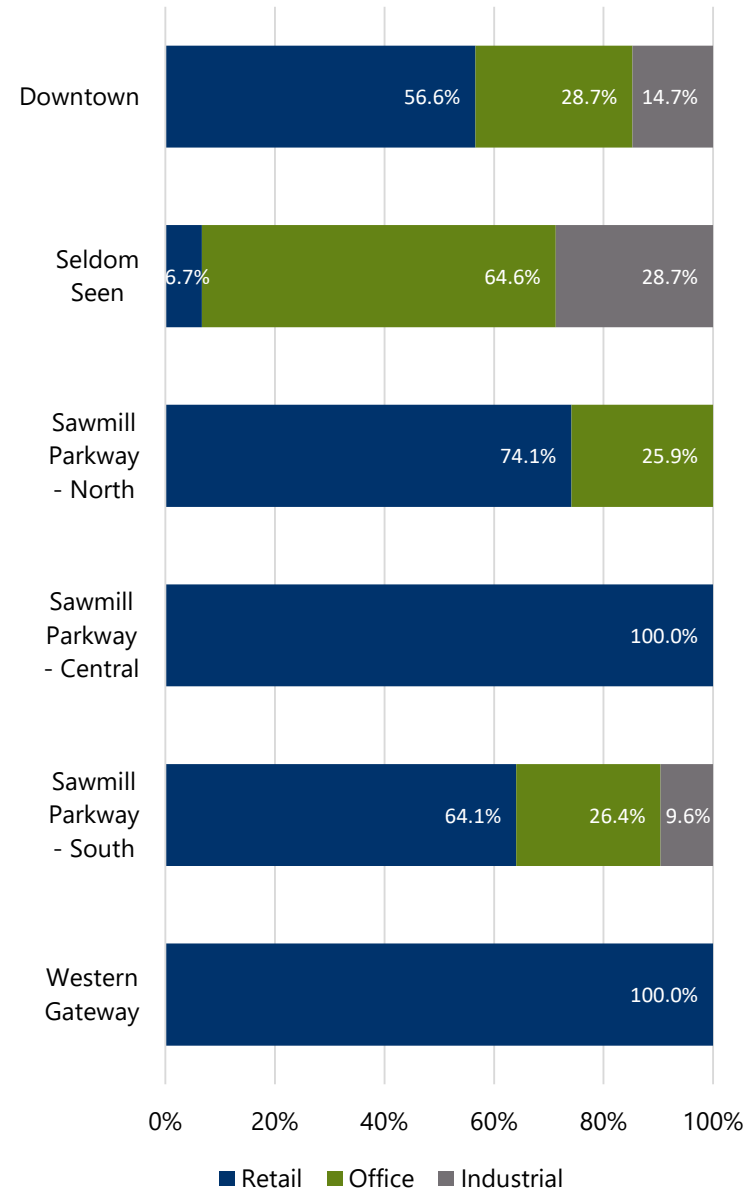
Source: CoStar



PROPERTY TYPE BY MARKET AREA

The mix of office, retail, and industrial space differs widely among the six market areas being reviewed. While the Sawmill Parkway Central and Western Gateway are exclusively retail, while the Seldom Seen market area shows the greatest concentration of office space and the highest proportion of industrial.

Property Type by Market Area - Share of Square Footage



Source: CoStar



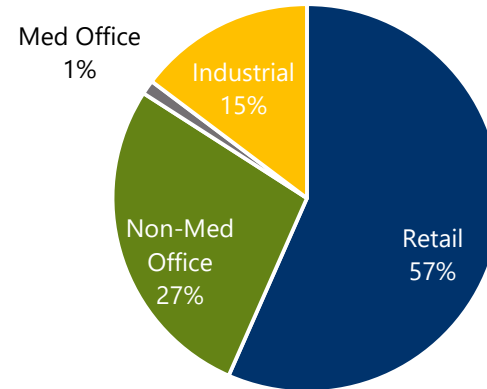
DOWNTOWN

The Downtown market area shows an expected mix of real estate properties with more than half dedicated to retail and a quarter to office. This also includes a modest portion of medical offices.

For the past decade, new development was focused exclusively on new retail space – specifically along Olentangy Street in the Armita Plaza area and along a small portion of South Liberty Street.

These limited new additions to stock leave precious little space available for new businesses hoping to locate to the area. Both office and industrial space are fully occupied and just a small amount of leasable space remains available to retailers.

Downtown Real Estate Inventory - 2022



Source: CoStar

Real Estate Market Metrics for Downtown Market Area - 2022

Property Type	Buildings	Total SF	Vacant SF	Vacancy Rate
Industrial	10	71,868	0	0.0%
Office	33	140,067	0	0.0%
Non-Medical Office	32	134,267	0	0.0%
Medical Office	1	5,800	0	0.0%
Retail	40	276,366	9,860	3.6%
Total Downtown	83	488,301	9,860	2.0%

Source: CoStar



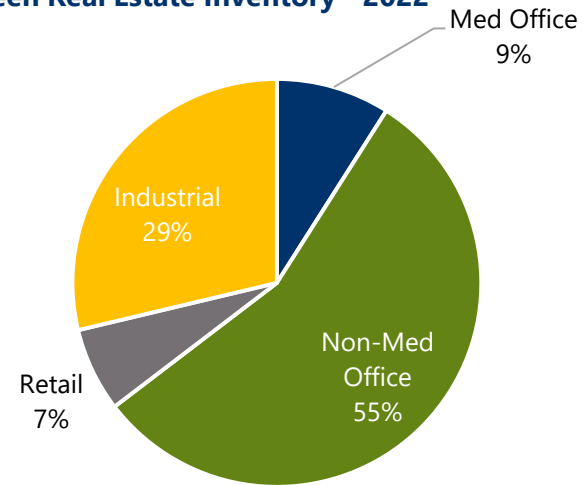
SELDOM SEEN

The Seldom Seen market area stands out for its relatively sizable proportion of industrial space as well as a minimal amount of retail. Notably, 100% of both industrial and retail properties are fully occupied.

This area has seen recent development at the 8930 Liberty Road site but, aside from this space, no other new construction has occurred over the past ten years.

All of the non-medically oriented office space is also fully leased but medical space currently shows vacancies approaching 20%. In truth, this is not a significant area of concern seeing how it represents a mere 3,100 sf of a 16,000 sub-segment.

Seldom Seen Real Estate Inventory - 2022



Source: CoStar

Real Estate Market Metrics for Seldom Seen Market Area - 2022

Property Type	Buildings	Total SF	Vacant SF	Vacancy Rate
Industrial	5	51,594	0	0.0%
Office	15	116,066	3,152	2.7%
Non-Medical Office	11	99,898	0	0.0%
Medical Office	4	16,168	3,152	19.5%
Retail	2	11,966	0	0.0%
Total Seldom Seen	22	179,626	3,152	1.8%

Source: CoStar

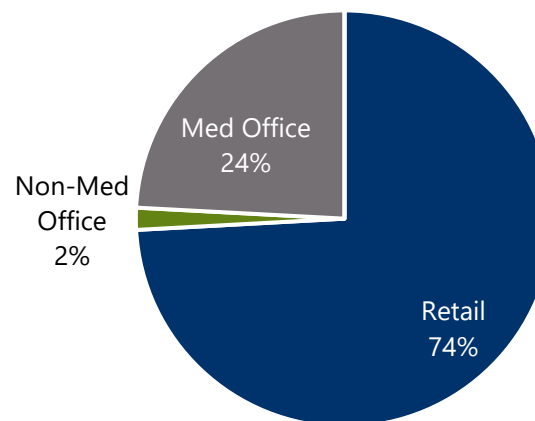


SAWMILL PARKWAY - NORTH

The northern market area of the Sawmill Parkway is largely dominated by retail which makes up three-quarters of the market area’s total commercial real estate. The balance is office space – primarily medical offices near the intersection of the parkway and Home Road.

Of note, all of the commercial property in this market area is fully occupied which might be part of the impetus for new development activity. Ohio State University’s Wexner Outpatient Care Center will be the latest real estate addition to this market area, totaling around 4,000 to 6,000 sf of medical office space.

Sawmill Pkwy North Real Estate Inventory - 2022



Source: CoStar

Real Estate Market Metrics for Sawmill Parkway - North Market Area - 2022

Property Type	Buildings	Total SF	Vacant SF	Vacancy Rate
Office	3	19,412	0	0.0%
Non-Medical Office	1	1,282	0	0.0%
Medical Office	2	18,130	0	0.0%
Retail	8	55,646	0	0.0%
Total Sawmill North	11	75,058	0	0.0%

Source: CoStar



SAWMILL PARKWAY - CENTRAL

This market area consists largely of both attached and detached single-family residences and the localized consumer demand leaves little room for either office or industrial space. The result has been development of nearly 200,000 sf of commercial property – all retail.

Sawmill Pkwy Central Zone Real Estate Inventory - 2022



Source: CoStar

Real Estate Market Metrics for Sawmill Parkway - Central Market Area - 2022

Property Type	Buildings	Total SF	Vacant SF	Vacancy Rate
Retail	15	199,962	6,425	3.2%
Total Sawmill Central	15	199,962	6,425	3.2%

Source: CoStar



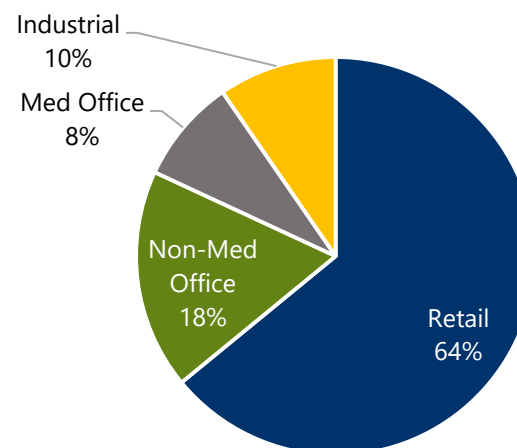
SAWMILL PARKWAY - SOUTH

With over 1.4 million square feet of commercial space, the southern market area of the Sawmill Parkway corridor far and away registers as the largest among the Powell study market areas.

At a full 900,000 sf, nearly two-thirds of that space is retail, capped by the Target at North Hampton Drive and the Giant Eagle supermarket at West Powell Road. Only a slight amount of space stands available to lease among the 61 retail properties, yielding a modest 0.4% vacancy rate for the market area.

More notable is the 6% office vacancy rate. This is driven entirely by 17,000 sf of empty medical space, mostly concentrated at the Wedgewood property along North Hampton Drive.

Sawmill Pkwy South Real Estate Inventory - 2022



Source: CoStar

Real Estate Market Metrics for Sawmill Parkway - South Market Area - 2022

Property Type	Buildings	Total SF	Vacant SF	Vacancy Rate
Industrial	10	136,271	0	0.0%
Office	39	374,288	23,963	6.4%
Non-Medical Office	28	253,826	6,478	2.6%
Medical Office	11	120,462	17,485	14.5%
Retail	61	909,832	4,000	0.4%
Total Sawmill South	110	1,420,391	27,963	2.0%

Source: CoStar

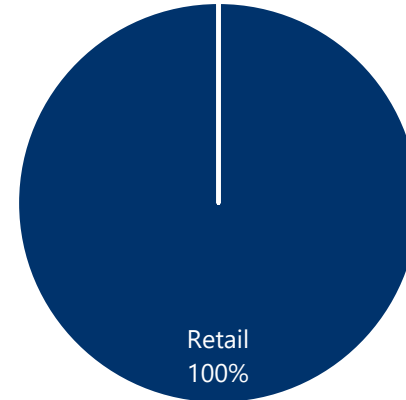


THE WESTERN GATEWAY

Similar to the central market area of the Sawmill Parkway corridor, the commercial property in the Western Gateway market area is entirely made up of retail space. The difference here is the modest amount of space – just over 10,000 sf.

Dominated by the Columbus Zoo and Aquarium and the Safari Golf Club, there has been little opportunity for additional development in the area. This limited amount of commercial has also been by design as the area is, for the most part, zoned only for residential development.

Western Gateway Real Estate Inventory - 2022



Source: CoStar

Real Estate Market Metrics for Western Gateway Market Area - 2022

Property Type	Buildings	Total SF	Vacant SF	Vacancy Rate
Retail	3	10,600	0	0.0%
Total Western Gateway	3	10,600	0	0.0%

Source: CoStar



UNDEVELOPED LAND

The six study market areas hold 180 acres of land open for development. These developable sites are found most prominently along the Sawmill Parkway with the northern market area holding 72 acres. These sites are also the largest with a median size of 3.5 acres (the biggest measuring 17 acres). The northern and southern market areas along this corridor also provide opportunities for development with an additional 67 acres between them.

Elsewhere, the Downtown area offers over 21 acres, and the Seldom Seen market area an additional 10. Notably, there are no sites to be found in the Western Gateway market area.

Perhaps most notable about the available undeveloped land in Powell, however, is that combined, the six defined market areas represent only 18% of undeveloped acreage found throughout the city's 43065 ZIP Code. Over 800 acres in total are listed as available in the CoStar data service beyond these market areas – many measuring 10 acres or more.

Land Currently Available for Development - Largest Parcels

Market Area	Property Address	Acreage
Sawmill Parkway - North	7500 Guardwell St	17.63
Downtown	147 W Olentangy St	9.60
Sawmill Parkway - North	Limerick Ln	8.62
Sawmill Parkway - North	Limerick Ln	8.38
Sawmill Parkway - Central	8861 Moreland St	8.13
Sawmill Parkway - South	10200-10268 Sawmill Pky	6.18
Sawmill Parkway - North	7533 Woodcutter Dr	6.18
Sawmill Parkway - South	10726 Sawmill Pky	6.07
Sawmill Parkway - Central	0 Sawmill Pky	6.00
Sawmill Parkway - Central	Sawmill Pkwy & Seldom Seen Rd	5.50

Source: CoStar

Land Available in Powell - 2022

Market Area	City of Powell	Downtown	Seldom Seen	Sawmill Parkway - North	Sawmill Parkway - Central	Sawmill Parkway - South	West Gateway	Sum of Market Areas
Number of Properties	117	8	4	21	11	19	0	63
Total Acreage	1,016.0	21.5	9.6	72.3	39.7	37.0	0.0	180.2
Percent of Powell								
Number of Properties	100.0%	6.8%	3.4%	17.9%	9.4%	16.2%	0.0%	53.8%
Total Acreage	100.0%	2.1%	0.9%	7.1%	3.9%	3.6%	0.0%	17.7%

Note: City of Powell represented by the 43065 Zip Code

Source: CoStar



OLDER PROPERTIES OF THE SIX MARKET AREAS

Nearly all of the properties outside of Downtown were developed within the past five decades. Within the Downtown, however, a dozen office buildings and even more retail structures are more than 60 years old – many well over 100. For the most part, these are rated class B and C spaces and, though it appears that all are currently occupied, may be considered prime candidates for renovation.

Existing Properties Built Prior to 1970

Market Area	Property Address	Property Type	Building Class	Area (sf)	Year Built	Tenancy
Downtown	15 N Liberty St	Office	C	5,357	1900	Multi
Downtown	286 S Liberty St	Office	C	3,651	1901	Multi
Downtown	267 N Liberty St	Office	B	2,549	1906	Multi
Downtown	27 S Liberty St	Office	C	2,548	1920	Single
Downtown	47 S Liberty St	Office	C	2,528	1901	Multi
Downtown	37 S Liberty St	Office	C	2,299	1901	Multi
Downtown	55 E Olentangy St	Office	C	2,016	1901	Multi
Downtown	70 W Olentangy St	Office	C	1,677	1910	Single
Downtown	140 W Olentangy St	Office	C	1,500	1892	Single
Downtown	84 S Liberty St	Office	C	1,485	1952	Single
Downtown	162 W Powell Rd	Office	C	950	1860	Single
Downtown	25 S Liberty St	Office	C	792	1920	Single
Downtown	5 S Liberty St	Retail	C	4,700	1900	Single
Downtown	38 W Olentangy St	Retail	C	3,516	1910	Single
Downtown	30 Depot St	Retail	C	3,461	1900	Single
Downtown	1-5 N Liberty St	Retail	A	2,356	1930	Multi
Downtown	80 E Olentangy St	Retail	C	2,100	1956	
Downtown	60 E Olentangy St	Retail	C	2,075	1901	Multi
Downtown	84 W Olentangy St	Retail	B	1,968	1860	Single
Downtown	32 E Olentangy St	Retail	C	1,698	1901	Single
Downtown	26 W Olentangy St	Retail	C	1,672	1890	Single
Downtown	24 E Olentangy St	Retail	C	1,667	1901	Single
Downtown	94 W Olentangy St	Retail	C	1,550	1900	Single
Downtown	173 W Olentangy St	Retail	C	1,501	1910	Multi
Downtown	78 W Olentangy St	Retail	C	1,419	1901	Multi
Downtown	22 S Liberty St	Retail	C	826	1901	Single
Sawmill Parkway - North	3313 Home Rd	Office	B	1,282	1949	Single
Sawmill Parkway - South	10136 Sawmill Rd	Industrial	C	8,066	1916	Single
Sawmill Parkway - South	10136 Sawmill Rd	Industrial	C	7,675	1916	Single

Source: CoStar



Real Estate Market Metrics by Market Area - 2022

Property Type	Buildings	Total SF	Vacant SF	Vacancy Rate
Downtown				
Industrial	10	71,868	0	0.0%
Office	33	140,067	0	0.0%
Non-Medical Office	32	134,267	0	0.0%
Medical Office	1	5,800	0	0.0%
Retail	40	276,366	9,860	3.6%
Total Downtown	83	488,301	9,860	2.0%
Seldom Seen				
Industrial	5	51,594	0	0.0%
Office	15	116,066	3,152	2.7%
Non-Medical Office	11	99,898	0	0.0%
Medical Office	4	16,168	3,152	19.5%
Retail	2	11,966	0	0.0%
Total Seldom Seen	22	179,626	3,152	1.8%
Sawmill Parkway - Central				
Retail	15	199,962	6,425	3.2%
Total Sawmill Pky Central	15	199,962	6,425	3.2%
Sawmill Parkway - North				
Office	3	19,412	0	0.0%
Non-Medical Office	1	1,282	0	0.0%
Medical Office	2	18,130	0	0.0%
Retail	8	55,646	0	0.0%
Total Sawmill Pky North	11	75,058	0	0.0%
Sawmill Parkway - South				
Industrial	10	136,271	0	0.0%
Office	39	374,288	23,963	6.4%
Non-Medical Office	28	253,826	6,478	2.6%
Medical Office	11	120,462	17,485	14.5%
Retail	61	909,832	4,000	0.4%
Total Sawmill Pky South	110	1,420,391	27,963	2.0%
Western Gateway				
Retail	3	10,600	0	0.0%
Total Western Gateway	3	10,600	0	0.0%

Source: CoStar



LAND AVAILABLE FOR DEVELOPMENT

Land Currently Available for Development

Market Area	Property Address	Description	Acreage	Parcel Number
Downtown	Grace Dr		2.40	319-425-13-081-001
Downtown	110 Grace Dr		2.10	319-425-13-081-000
Downtown	177 S Liberty Rd		0.25	319-431-02-025-003
Downtown	110 S Liberty St		3.48	319-431-03-019-000
Downtown	80 E Olentangy St		0.40	319-425-13-051-002
Downtown	W Olentangy St	South Liberty	2.30	319-426-02-019-000
Downtown	W Olentangy St	Lincoln	1.00	319-426-02-017-002
Downtown	147 W Olentangy St	Powell Rd	9.60	319-432-02-001-000
Sawmill - North	7262 Limerick Ln	Lot #5	0.90	319-210-02-010-002
Sawmill - North	7422 Limerick Ln	Lot #9	1.81	319-210-02-001-001
Sawmill - North	7500 Guardwell St	Home Rd	17.63	319-240-01-011-005
Sawmill - North	0 Home Rd		2.63	319-240-01-031-012
Sawmill - North	3343 Home Rd		0.65	319-240-01-027-000
Sawmill - North	7142 Limerick Ln	Lot #2	1.13	319-210-02-008-001
Sawmill - North	7157 Limerick Ln	Lot #12	1.75	319-210-02-010-001
Sawmill - North	7182 Limerick Ln	Lot #3	1.13	319-210-02-007-001
Sawmill - North	7222 Limerick Ln	Lot #4	1.21	319-210-02-006-001
Sawmill - North	7237 Limerick Ln	Lot #16	1.11	319-210-02-014-002
Sawmill - North	7302 Limerick Ln	Lot #6	1.81	319-210-02-004-001
Sawmill - North	7317 Limerick Ln	Lot #17	5.22	319-210-02-014-002
Sawmill - North	7382 Limerick Ln	Lot #8	1.84	319-210-02-002-001
Sawmill - North	3373 Royal Belfast Blvd	Lot #1Sawmill Pkwy	1.12	319-210-02-009-001
Sawmill - North	Sawmill & Home Rd	Home Road	2.60	319-240-01-031-000
Sawmill - North	Seq Home & Sawmill Rds	Outparcel on future Kroger development	1.00	
Sawmill - North	7533 Woodcutter Dr		6.18	319-240-01-011-006
Sawmill - North	7560 Guard-well St		1.03	319-240-01-031-008
Sawmill - North	Limerick Ln	Lot #10	8.38	319-210-02-017-001
Sawmill - North	Limerick Ln	Lot #11	8.62	319-210-02-010-001
Sawmill - North	Limerick Ln	Lot #13	4.58	319-210-02-010-001
Sawmill - Central	Bunker Ln	Sawmill Parkway	2.62	319-423-02-001-005
Sawmill - Central	0 Bunker Ln		2.25	319-423-02-001-006
Sawmill - Central	8861 Moreland St	Lot 9 and 10	8.13	319-314-01-001-011
Sawmill - Central	8920 Moreland St	Seldom Seen & Moreland St	1.28	319-314-01-001-010
Sawmill - Central	3464 Sawmill Dr		1.86	319-314-01-023-001
Sawmill - Central	0 Sawmill Pky	Seeking Assisted Living Developer	6.00	319-314-01-022-000
Sawmill - Central	0 Sawmill Pky		3.50	319-314-01-021-000
Sawmill - Central	0 Sawmill Pky		1.50	319-314-01-022-003
Sawmill - Central	Sawmill Pkwy & Seldom Seen Rd		5.50	319-314-01-022-000
Sawmill - Central	Seldom Seen Rd	Sawmill Pky & Seldom Seen Rd	3.50	319-314-01-021-000
Sawmill - Central	SWC Seldom Seen Rd	At Sawmill	3.56	319-314-01-021-000

Source: CoStar



LAND AVAILABLE FOR DEVELOPMENT (CONT.)

Land Currently Available for Development

Market Area	Property Address	Description	Acreage	Parcel Number
Sawmill - South	4046 Powell Rd	The Market at Liberty Crossing	1.25	319-315-01-005-008
Sawmill - South	9725-9741 Fairway Drive		1.00	319-341-01-005-514
Sawmill - South	Galloway Dr	NEC of Sawmill Pkwy	0.85	319-315-05-001-000
Sawmill - South	Galloway Dr	NEC of Sawmill Pkwy	0.72	319-315-05-001-000
Sawmill - South	W Powell Rd	Liberty Crossing at Old Sawmill Rd	1.07	318-322-01-011-000
Sawmill - South	3671 W Powell Rd		0.95	319-341-05-005-001
Sawmill - South	4102 W Powell Rd		2.88	319-315-01-005-009
Sawmill - South	4151 W Powell Rd	Lot 3674	1.30	319-341-03-003-000
Sawmill - South	Sawmill Pky	Shoppes at Wedgewood Lot 3	0.93	319-344-05-010-008
Sawmill - South	Sawmill Pky	Shoppes at Wedgewood Lot 1	0.78	319-344-05-010-000
Sawmill - South	Sawmill Pky		3.32	319-341-03-017-000
Sawmill - South	Sawmill Pky		2.53	319-344-01-044-000
Sawmill - South	Sawmill Pky		2.53	319-344-01-045-000
Sawmill - South	10200-10268 Sawmill Pky	Wedgewood Health Center	6.18	319-341-03-012-000
Sawmill - South	10628 Sawmill Pky		0.98	319-344-05-010-010
Sawmill - South	10688 Sawmill Pky		0.92	319-344-05-010-007
Sawmill - South	10600 Sawmill Pky		0.78	319-344-05-010-011
Sawmill - South	10726 Sawmill Pky		6.07	319-344-05-010-004
Sawmill - South	SEC Sawmill Pkwy & Powell	Lot 1	2.00	319-341-05-004-000
Seldom Seen	8930 Liberty Rd		4.40	319-423-02-003-005
Seldom Seen	N Liberty Rd		2.03	319-426-01-002-009
Seldom Seen	00000 Seldom Seen Rd		2.00	319-423-02-003-000
Seldom Seen	80 Clairedan Dr		1.18	319-423-02-003-004

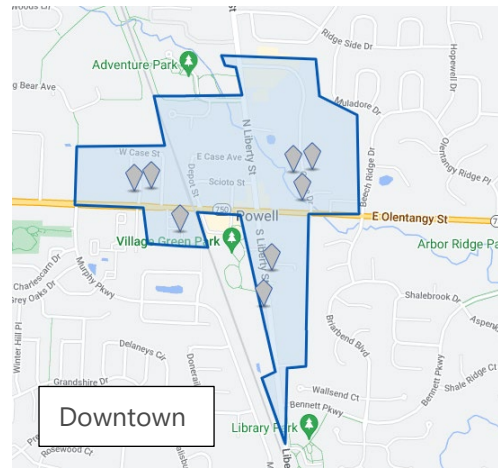
Source: CoStar



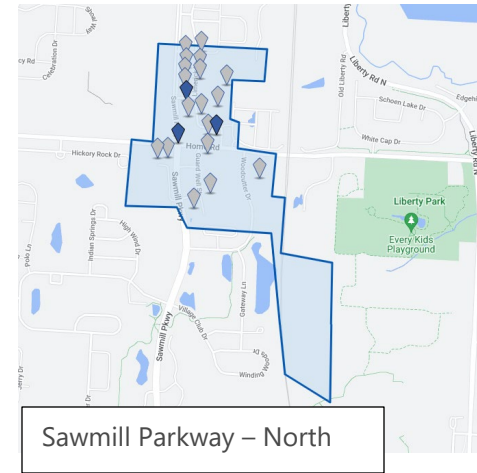
LAND AVAILABLE FOR DEVELOPMENT¹



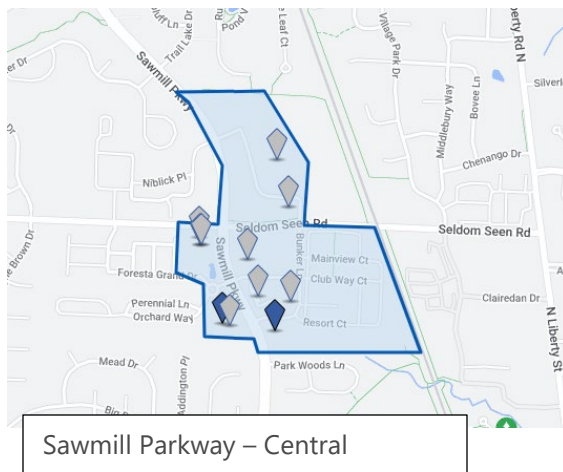
Seldom Seen



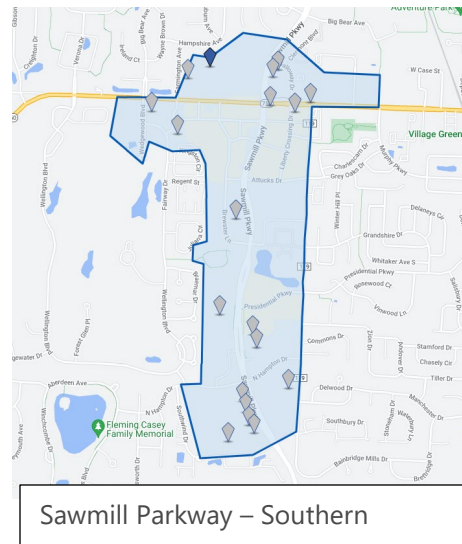
Downtown



Sawmill Parkway - North



Sawmill Parkway - Central



Sawmill Parkway - Southern



Western Gateway

¹ Note: Blue pins represent properties actively on the market, while grey pins are properties off the market



Appendix III: Data Sources



Goal Areas | Economic Development Strategy



Lightcast (formerly Emsi Burning Glass) is a global leader in labor market analytics, offering a data platform that gives a comprehensive, nuanced, and up-to-date picture of labor markets at all scales from national to local. Key components of the platform include traditional labor market information, job posting analytics, talent profile data, compensation data, and skills analytics. Lightcast integrates government data with information from online job postings, talent profiles, and resumes to produce timely intelligence on the state of the labor market. Job and compensation data is available by industry, occupation, educational program, and skill type. [Click to learn more.](#)



Esri ArcGIS Business Analyst combines proprietary statistical models covering demographic, business, and spending data with map-based analytics to offer insights on market opportunities for industries, businesses, and sites. Business Analyst integrates datasets covering a wide range of topics including demographics, consumer spending, market potential, customer segmentation, business locations, traffic counts, and crime indexes, which can be overlaid spatially to produce customizable maps and uncover market intelligence. Data can be pulled for standard and custom geographies, allowing for valuable comparisons between places. [Click to learn more.](#)



CoStar is a comprehensive source of commercial real estate intelligence, offering an inventory of over 6.4 million commercial properties spanning 135 billion square feet of space in 390 markets across the US. CoStar covers office, retail, industrial, hospitality, and multifamily markets. Property- and market-level data on absorption, occupancy, lease rates, tenants, listings, and transactions are researched and verified through calls to property managers, review of public records, visits to construction sites, and desktop research to uncover nearly real-time market changes. [Click to learn more.](#)



The **American Community Survey (ACS)** is an ongoing statistical survey by the US Census Bureau that gathers demographic and socioeconomic information on age, sex, race, family and relationships, income and benefits, health insurance, education, veteran status, disabilities, commute patterns, and other topics. Mandatory to fill out, the survey is sent to a small sample of the population on a rotating basis. The questions on the ACS are different from those asked on the decennial census and provide ongoing demographic updates of the nation down to the block group level. [Click to learn more.](#)



Conducted every ten years in years ending in zero, the **US Decennial Census of Population and Housing** is a complete count of each resident of the nation based on where they live on April 1st of the Census year. The Constitution mandates the enumeration to determine how to apportion the House of Representatives among the states. The latest release of the 2020 Census contains data for a limited number of variables, including total population by race/ethnicity, population under 18, occupied and vacant housing units, and group quarters population. [Click to learn more.](#)



The **Local Area Unemployment Statistics (LAUS)** program estimates total employment and unemployment for approximately 7,500 geographic areas every month, from the national level down to the city and town levels. LAUS data is offered through the US Bureau of



Goal Areas | Economic Development Strategy

Labor Statistics (BLS) by combining data from the Current Population Survey (CPS), Current Employment Statistics (CES) survey, and state unemployment (UI) systems. [Click to learn more.](#)

OnTheMap | US Census Bureau

OnTheMap is a tool developed through the US Census Longitudinal Employer-Household Dynamics (LEHD) program that helps to visualize Local Employment Dynamics (LED) data about where workers are employed and where they live. It offers visual mapping capabilities for data on age, earnings, industry distributions, race, ethnicity, educational attainment, and sex. [Click to learn more.](#)



Goal Areas | Economic Development Strategy

ABOUT CAMOIN ASSOCIATES

As the nation's only full-service economic development and lead generation consulting firm, Camoin Associates empowers communities through human connection backed by robust analytics.

Since 1999, Camoin Associates has helped local and state governments, economic development organizations, nonprofit organizations, and private businesses across the country generate economic results marked by resiliency and prosperity.

To learn more about our experience and projects in all of our service lines, please visit our website at www.camoinassociates.com. You can also find us on [LinkedIn](#), [Facebook](#), and [YouTube](#).

The Project Team

Dan Gundersen
Project Principal

Alex Tranmer
Project Manager

Jordan Boege
Project Manager

Stephen Houdlette
Analyst

John Walker
Analyst

Service Lines



Strategic and
Organizational
Planning



Real Estate
Development
Services



Lead Generation
and Relationships



Business
Attraction and
Retention



Entrepreneurship
and Innovation



Industry and
Workforce
Analytics



Impact
Analysis



