



Land Development Committee Agenda

June 22, 2021 at 4:00 PM

Land Development Committee

Natalie Wolf, Chair
Tom Muething
Elida Kamine

Staff Liason

Scot Lahrmer, Village Manager

MINUTES

1. Meeting of March 10, 2021

TOPICS OF DISCUSSION

1. Update on Economic Development in the Village

ADJOURNMENT

Land Development Committee Minutes
March 10, 2021

Attendees: Elida Kamine (Committee Member), Natalie Wolf (Committee Member), Peg Conway, Ray Warren, Louis Stillpass, Jim Boney, Scot Lahrmer, Steve Johns (Hamilton County Planning Department) and Tom Muething (Committee Chair).

The meeting was called to order at 4:00 p.m. The minutes from the meeting of February 4, 2020 were reviewed and approved.

The purpose of the meeting was to hear about progress on the work to look at development in the Reading Road corridor between Section and Galbraith roads. This corridor which includes property in multiple jurisdictions (Cincinnati/Roselawn, Amberley, Reading and Sycamore Township) has been in a state of economic decline for more than 20 years. Representatives from these jurisdictions have been working on this project for a couple of years now and generally meet on a monthly basis.

Mr. Johns shared a presentation with the committee. The focus of the presentation was on a new look for the streetscape and a possible change from a focus on retail in the corridor to light industrial. The new streetscape would not only refresh the area but would also address certain traffic issues for trucks as well as the high accident rate.

After discussion, the committee fully endorsed the vision. The committee as well as others stressed that retail was also important because it would make the area more attractive to other businesses as well as surrounding residents.

There being no further business, the meeting was adjourned.

Tom Muething

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June 15, 2021

Scot Lahrmer, Village Manager
Amberley Village
7149 Ridge Road
Amberley Village, OH 45237

RE: Cincinnati Centerpoint Industrial Site – June 2021 Marketing Update

Dear Scot,

Thank you for the opportunity to provide an update on the marketing and prospecting efforts for Cincinnati Centerpoint Industrial Site, located at 2100 Section Road. As you are aware, this property was the inaugural acquisition made by The Port in an effort to attract advanced manufacturing users and create jobs to the region. As a result, The Port, in partnership with Patient Capital investors, JobsOhio, Hamilton County, and Amberley Village invested nearly \$14 million dollars into removing blight and creating one of the largest pad-ready parcels in the area.

At 56-acres, The Port, and its investors, are thoughtful about ensuring maximum Return on Investment (ROI) is generated from this property. Through our strategic planning process, The Port established ROI metrics that include, at a minimum, job creation density of 16-jobs per acre and a minimum annual wage of \$65,000.

As part of The Port's comprehensive approach to marketing and site awareness, The Port engaged the brokerage services of Colliers International to help spearhead promotion efforts of the property, The Port and Colliers industrial team continue to make strides in marketing The Cincinnati Centerpoint Industrial Site to advanced manufacturers. This memo aims to highlight the efforts made and strategies in marketing the site, over the past year, along with a brief study of regional industrial real estate trends.

At the beginning of the COVID-19 pandemic, the advanced manufacturing sector, like many other industries changed significantly. With delays in construction timelines, low influx of capital, supply chain restrictions and investor hesitancy, the region suffered a severe shortage of new development proposals. However, in recent months, the economic upturn of the industry

Office: 513.621.3000 | **Email:** mjohnson@cincinnatiport.org
3 East Fourth Street, Suite 300

Cincinnati, OH 45202



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has realized a slight increase in Requests for Information (RFIs) released by REDI Cincinnati. We believe this recent shift will generate many opportunities for the Cincinnati Centerpoint Site in the coming months.

Prospective User Inquires

The Port and Colliers, in consultation with Amberley Village, have evaluated multiple in-bound inquiries over the last year. However, many of these project proposals have not aligned with the target ROI goals and objectives endorsed by all stakeholders. While trends have fluctuated in the last year, The Port works to manage expectations and make comprehensive information to prospective end users available for the Cincinnati Centerpoint Industrial Site.

A list of prospects that did not align with the ROI goals is mentioned below along with a reasonable justification.

Prospect	Reason
RBI Solar	Lack of jobs
Flavored water/beverages	Did not maximize entire site; low job creation (220-250 jobs)
Van Trust	Did not meet advanced manufacturing requirement; warehouse / distribution
Lee Associates Client (Gary Fisher)	Did not meet advanced manufacturing requirement; warehouse / distribution
JLL Client	Manufacturing client; did not meet job creation requirement
Other	Numerous other un-qualified prospects inquired including charter schools, residential developers, addiction recovery uses, agricultural uses, and bulk distribution uses

Table 1 (Source: Colliers International)

Recent Large-Scale Developments in the Region

As mentioned, the Southwest Ohio region is starting to experience industrial investments already in pre-construction or later phases of development. The data (presented below) correlates several projects indicating positive movement in the economy in the recent months. While many of these projects do not exactly align with the goals and metrics set for Cincinnati Centerpoint Industrial Site, they still signify a promising shift in a market that has



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been plagued by uncertainty and delays for a major part of past 16-months. While not all are advanced manufacturing (e.g.: Carvana), these projects still show demand for properties like Cincinnati Centerpoint Industrial Site.

Developments	Region	Total SF	Jobs	Link to Announcement	Dates
Nestle Purina	Afton	1,200,000	300	Nestle Purina	Oct 2020
Saica Group	Hamilton	350,000	64	Saica Group	July 2020
Shape, Corp.	Trenton	320,000	171	Shape Corp	May 2021
Carvana	Trenton	200,000	400	Carvana	April 2021
American Trailer World	Batavia Twp.	Unknown	249	ATW	Feb 2021

Table 2 (Source: <https://redicincinnati.com/>)



Figure 1: Summary of Table 2

REDI Cincinnati Project Submissions

The Port continues to collaborate with REDI Cincinnati on project leads from site selectors working for clients looking to acquire and make advanced manufacturing investments in the region. This process allows site selectors to evaluate multiple sites and choose the most ideal location to fit their (development) goals and purposes. Below is a summary of all the recent eligible 'projects' for which Cincinnati Centerpoint Industrial Site was submitted for consideration to REDI Cincinnati and JobsOhio.



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Project Name	Submission Date	Industry	Potential Investment	Potential Jobs	Land Requirement
Project TTC	Apr-21	EV Battery Market	\$465 MM	500-600	30 acres
Project Capo	Apr-21	Food Manufacturing	\$325 MM	590	60 acres
Project Lucky Charm	Apr-21	Packaging Manufacturing	\$100 MM	N/A	20 acres
Project Mantra	Mar-21	Heavy Industrial / Art Manufacturing	N/A	N/A	100 acres
Project Thessaly	Mar-21	Magnesium Production Facility	N/A	50-100	50-100 acres
Project Salt	Feb-21	Food Manufacturing	\$250 - \$300 MM	650	40-60 acres.
Project Carter/ Project Minor	Jan-20	Corrugated Box Manufacturing	N/A	N/A	40-100 acres
Lead Comforter	Aug-19	Textile Manufacturing	N/A	N/A	50-100 acres

Table 3 (Source: <https://www.zoomprospector.com/properties>)

JobsOhio Mock Site Visits

Colliers and The Port, in conjunction with JobsOhio, have organized two mock site visits to prepare for actual site visits with potential companies and their site. The aim of these mock site visits is to provide feedback and improve the quality and flow of information between all the parties involved.

Till now, two mock site visits have been organized in December 2019 and August 2020. Both have informed the marketing processes immensely, especially due the direct involvement of JobsOhio in the site visits. Based on the feedback received in the 2020 site visit, The Port and Colliers decided to focus their attention on creating and using a holistic 'Site Marketing Kit' for focused marketing purposes.

Office: 513.621.3000 | Email: mjohnson@cincinnatiport.org
3 East Fourth Street, Suite 300

Cincinnati, OH 45202



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Site Marketing Kit:

- Collateral (Brochure, Video, Drone Footage, etc.)
- Letters & Documents (i.e., Due Diligence, Ownership, Utility, etc.)
- Maps (i.e., Utility Maps, Aerial Views, Transportation & Infrastructure, etc.)
- Mock Site Visit Binder

The Port's marketing plan also focuses on exploring advertising opportunities, creating blog posts, PR opportunities with the regional press and social media marketing. Colliers handles executing email blasts to developers and site selectors and other industrial professionals.

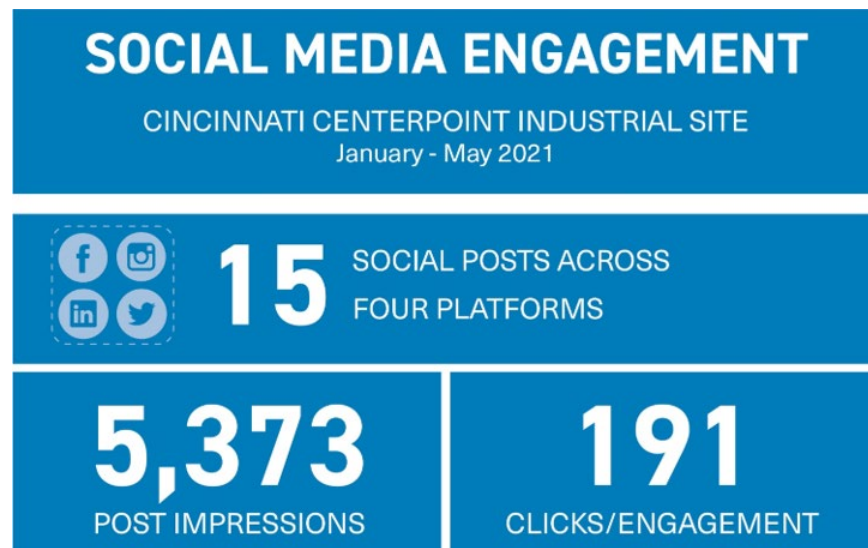


Figure 2: (Source: The Port)

The Port and Colliers, along with all the stakeholders, continue to explore multiple avenues to market the site effectively and strategically. We appreciate the support and partnership of Amberley Village in pursuing the highest and best use for Cincinnati Centerpoint Industrial Site.

Sincerely,

Melissa Johnson
Executive Vice President, The Port

Office: 513.621.3000 | Email: mjohnson@cincinnatiport.org
3 East Fourth Street, Suite 300

Cincinnati, OH 45202



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Exhibits

Exhibit A: JobsOhio Annual Report

JobsOhio provided a portion of capital that was needed to remediate and clear 2100 Section Road. The Port and Colliers are required to provide annual reports to JobsOhio that highlights their collective efforts in marketing the site for redevelopment. Attached is the 2020 Annual Report submitted to JobsOhio for the period ending 12/31/2019.

Exhibit B: Email Blast Sample

A sample of monthly email blast to regional brokers, developers, and advanced manufacturing tenants within 150 miles by Colliers.

Exhibit C: Direct Email Campaigns Sample

Direct email campaigns for Greater Cincinnati Advanced Manufacturing Sites by Colliers.

Exhibit D: Social Media Campaign Data

The Port, across four major platforms i.e., LinkedIn, Facebook, Twitter, and Instagram have been creating 'buzz' through regular posts and site-specific updates.

Exhibit A

****Attached****



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Exhibit B: Email Blast Sample

For sale

Industrial





Cincinnati Centerpoint | Industrial Site

2100 Section Road | Cincinnati, Ohio 45237



Advanced Manufacturing Development Site - Pad Ready!



56 Acres | Built-To-Suit
up to 700,000 SF

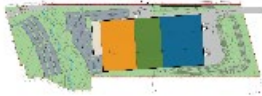
Property Highlights

- Amenities: Commercial & Retail amenities in close proximity
- Airport: Cincinnati/Northern Kentucky International Airport - 20 miles SW via I-75/I-275
- Highway: 1/4 mile from I-75, Exit 9
- Rail: Genesee & Wyoming (Adjacent)

Sale Price: \$7,560,000
| \$135,000/Acre

Greater Cincinnati Area
Demographics

CINCINNATI
CENTERPOINT
INDUSTRIAL SITE



View Property
Flyer

View Property
Location

View Property
Video

Contact Us:

Chuck Ackerman CCIM, SDR
Senior Vice President
513.562.2266
chuck.ackerman@colliers.com

Bill Kneifer SDR
Senior Vice President
513.562.2235
bill.kneifer@colliers.com

Jeffrey Kroeger
Brokerage Associate
513.562.2235
jeffrey.kroeger@colliers.com



Maximize the potential of property to accelerate
the success of our clients and our people.



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Office: 513.621.3000 | Email: mjohnson@cincinnatiport.org
3 East Fourth Street, Suite 300

Cincinnati, OH 45202



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Exhibit C: Direct Email Campaign Sample

Advanced Manufacturing Sites | Cincinnati, OH

	PROPERTY ADDRESS	ACREAGE	NOTES
1.	2249 Seymour Ave, Cincinnati, OH 45237	5	74,000 leased to Aerospace Testing company in Q4 2020
2.	2250 Seymour Ave, Cincinnati, OH 45237	6	Site of the Former Cincinnati Gardens Up to 120,000 SF for Advanced Manufacturers
3.	2275 Seymour Ave, Cincinnati, OH 45237	7.5	7.5 acres sold Q1 2021
4.	2100 Section Road, Cincinnati, OH 45237	56	Site of the Former Gibson Greeting Cards Company Largest Advanced Manufacturing site inside the I-275 Loop
5.	Sheperd Ave @ Wyoming Avenue, Lockland, OH 45215	12 Divisible	Excellent infill site with I-75 visibility 1 Mile from GE Aviation
6.	601 Third Street, Reading, OH 45215	14	12 Acre site adjacent to one of the Midwest's largest "Life-Sciences" corridor
7.	Aerohub, Evendale, OH 45215	40-Phase I 140-Phase II	Master-planned innovation district available for sale. Sites will accommodate most new construction size requirements
8.	2215 Waycross Road, Forest Park, OH 45231	+/-12	Pad-ready site owned by the City of Forest Park. Excellent access to I-275
9.	6827 Cintas Blvd, Mason, OH 45040	3.5	3.5 Acre site available with excellent access to Western Row



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Office: 513.621.3000 | Email: mjohnson@cincinnatiport.org
3 East Fourth Street, Suite 300

Cincinnati, OH 45202



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Exhibit D: Data from The Port's Marketing Efforts

Amberley Village, Colliers and The Port met in January 2021 to discuss and reformulate the marketing strategy for 2100 Section Road. The Port and its marketing team was handed the responsibility of spearheading the social media promotions for the site. Below are the details of statistics from the posts made across all four platforms.

- **February 7, 2021:** Cincinnati CenterPoint History on National Greeting Card Day
 - o LinkedIn: <https://www.linkedin.com/feed/update/urn:li:activity:6764368258897350656>
 - 299 Impressions
 - 2 Clicks
 - 2.01% Engagement Rate
 - o Facebook: <https://www.facebook.com/CincinnatiPort/posts/444185093682921221>
 - 59 Impressions
 - 2 Engagements
 - 2.9% Engagement Rate
 - o Twitter: <https://twitter.com/CincinnatiPort/status/1358599062057062408>
 - 439 Impressions
 - 7 Engagements
 - 1.6% Engagement Rate
 - o Instagram: https://www.instagram.com/p/CLA7vo_hXpZ/
 - 427 Impressions
 - 11 Engagements
 - 2.6% Engagement Rate
- **March 16, 2021:** Cincinnati CenterPoint Site Marketing Video
 - o LinkedIn: <https://www.linkedin.com/feed/update/urn:li:activity:6777721887964336128>
 - 581 Impressions
 - 29 Clicks
 - 8.61% Engagement Rate
 - o Facebook: <https://www.facebook.com/CincinnatiPort/posts/46717643805045328>
 - 221 Impressions
 - 21 Engagements
 - 8.7% Engagement Rate
 - o Twitter: <https://twitter.com/CincinnatiPort/status/1371989718905323520>
 - 978 Impressions
 - 30 Engagements

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3 East Fourth Street, Suite 300

Cincinnati, OH 45202



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- 3.1% Engagement Rate
 - Instagram: <https://www.instagram.com/p/CMgCMTtDv-z/>
 - 368 Impressions
 - 15 Engagements
 - 4.1% Engagement Rate
- **April 30, 2021:** Cincinnati CenterPoint Transportation and Access Map
 - LinkedIn: <https://www.linkedin.com/feed/update/urn:li:activity:6793913589485961216>
 - 652 Impressions
 - 25 Clicks
 - 5.98% Engagement Rate
 - Facebook: <https://www.facebook.com/CincinnatiPort/photos/a.104390170995750/495475401887223>
 - 28 Impressions
 - 0 Engagements
 - Twitter: <https://twitter.com/CincinnatiPort/status/1388156866203721728>
 - 647 Impressions
 - 19 Engagements
 - 2.9% Engagement Rate
 - Instagram: <https://www.instagram.com/p/COS2cpHjmlM/>
 - 271 Impressions
 - 9 Engagements
 - Engagement Rate: 3.3%
- **May 27, 2021:** Cincinnati CenterPoint Logistical Benefits
 - LinkedIn: <https://www.linkedin.com/feed/update/urn:li:activity:6803706605910286337>
 - 285 Impressions
 - 17 Clicks
 - 9.47% Engagement Rate
 - Facebook: <https://www.facebook.com/102514297850004/posts/512331146868315/>
 - 15 Impressions
 - 2 Engagements
 - Twitter: <https://twitter.com/CincinnatiPort/status/1398020708765143041>
 - 103 Impressions
 - 2 Engagements



JobsOhio Report for 2100 Section Road – calendar year ending 12/31/2019

The following are the project accomplishments agreed upon for the site redevelopment project. You will be asked on the following screens to provide updates to these commitments.

Project Accomplishments: Perform remediation and demolition of the entire existing structure, perform soil remediation, prepare the site and perform stabilization work, improve infrastructure including relocation of the storm sewer, and create better site access. Entire site will be zoned to accommodate a manufacturing end use. The Port of Greater Cincinnati Development Authority will take charge to regularly market the site as a part of their portfolio.

Total Investment: \$4,616,181

- 1. Please provide a detailed update on the work accomplished from May 27, 2016 through December 31, 2019, on your redevelopment project, including but not limited to:**

Site redevelopment at 2100 Section Road was completed in March 2018. Redevelopment work included demolition, site remediation, infrastructure development, floodplain correction and rezoning. As part of the site improvement, The Port applied to FEMA for a floodplain correction, the correction was approved and the Flood Insurance Rate Map (FIRM) update effective February 15, 2019.

In 2019, The Port invested an additional \$81,295 in site maintenance. This work was focused on erosion control and stabilization in the detention basin after 12-months of settling.

The Port, in partnership with Amberley Village, continues to explore the opportunity to extend existing roadway infrastructure through the northern portion of the site to gain a second point of access. An additional point of access would provide enhanced marketability of the site to manufacturing end-users. Additional access to the site is dependent upon negotiations with a neighboring company for a “land swap”.

There have been no changes to the site development plan since the execution of the JobsOhio agreement. There have been no development delays since completion in 2018.

As a result of the site redevelopment, 548 tons of soil was remediated, 15,600 gallons of contaminated water was removed, 21,438 tons of concrete was recycled, and 3,745 tons of metal was recycled. This 56-acre project is the first completed project under The Port’s Industrial Revitalization Strategy, which aims to redevelop 500-acres of underperforming industrial sites along key transportation corridors for high-impact, next-generation industry to attract manufacturing investment and create higher-wage industrial jobs.

2. Please provide specific details on the progress of your marketing plan, including but not limited to:

In 2019, we continued to refine our marketing plan for 2100 Section Road based on feedback from industry experts and research on industry best practices. Our marketing efforts have been a collective effort among multiple regional partners.

In January, we launched a 3D fly-through visualization of a redeveloped site concept video. Created in partnership with local architecture firm, BHDP, the video features a rendering of a potential advanced manufacturing facility. We have since utilized in-house expertise to expand upon that visualization to create a comprehensive site marketing video featuring aerials of the site, proximity to nearby interstates and rail, regional workforce statistics, utility information, and more. In 2020, we plan to further leverage this video through a digital advertising campaign.

In May, we changed brokerage services and retained commercial real estate broker Colliers International to list and market the property. We continue to work closely with the Colliers team to ensure 2100 Section is up to date on major listing sites such as CoStar and LoopNet, and that we are updating our marketing strategy and material to align with industry best practices.

In addition to listing 2100 on multiple major real estate listing sites, we continue to promote the site through The Port's social media channels, including YouTube, Twitter, Facebook, and LinkedIn and in The Port's email newsletter. Site information can be found in the JobsOhio ZoomProspector database, REDI Cincinnati's website, Amberley Village's website, and on The Port's website.

We presented 2100 Section and The Port's Industrial Strategy to local and national organizations, companies, and municipalities throughout 2019. We also continued to provide an opportunity for stakeholders to visit the site through four bus tours.

Our stakeholders encompass a wide range of industries and organizations, including economic development professionals, area municipalities, elected officials, corporate executive leadership, real estate brokers, neighborhood community development corporations, and more. By interfacing with and marketing to those on the front lines meeting with companies interested in expansion or relocation, we are working to keep 2100 front of mind as a premier site for advanced manufacturing in Southwest Ohio.

Among our stakeholders, our partnership with REDI Cincinnati has been invaluable in evaluating our marketing efforts from the perspective of a site selector or company looking for industrial land. Throughout the year, we have worked closely with the REDI team as we work to enhance our marketing material continually. Feedback from economic development experts from REDI and JobsOhio has informed updates to our brochure, videos, and marketing visuals.

In December of 2019, we participated in a mock site visit through JobsOhio, providing an opportunity to present 2100 to a group of site selectors and receive honest, immediate feedback. That feedback is shaping our marketing strategy moving forward into 2020 as we work on rebranding the 2100 Section site with a new name, launch a digital advertising campaign, and update the hierarchy of our digital assets to align with site selectors' criteria.

2100 Section Road was submitted in response to four (4) site searches via REDI Cincinnati / JobsOhio in 2019. There were no resulting site visits from these submissions. There have been a relatively low number of prospect searches in the region that meet The Port's investment and job creation targets.

There were two site visits that originated locally. Both manufacturing companies are located in the Cincinnati area and in growth mode. One prospect remains active. The other chose an alternative site in the region. Combined, these companies represented nearly 550 jobs with average annual salaries of \$65,000.

2020 was greatly impacted by the novel coronavirus. The slowdown of the global economy, specifically as it relates to advanced manufacturing companies deterred overall interest in the site from companies in this segment. However, as the Covid vaccine gained traction towards the end of 2020, we started seeing an increase in activity in the real estate market, with notable deals taking place in the Greater Cincinnati market including the leasing of the former Cincinnati Gardens site to an aerospace testing company, TEAM Industrial. The company will have an annual payroll of more than \$9,600,000 and will provide 150 jobs to the community. While on the smaller side, these metrics are in line with the overall goals for what we are looking for with 2100 Section Road.

Additionally, we had continued interest from multiple prospects looking to purchase portions of the site, meeting many of the metrics, although decided to pass on these opportunities due to our focus on one user for the site. We are also in conversation with a west-coast company that is evaluating a potential global headquarters relocation, and Greater Cincinnati appears to be of interest.

In 2020, we were able to re-brand 2100 Section Road to Cincinnati Centerpoint Industrial Site. We feel this new name will help paint the picture of the excellent location of the site within the Greater Cincinnati Market to national and international companies looking for a relocation or expansion from outside of Greater Cincinnati.

We have continued to submit the Cincinnati Centerpoint Industrial Site to the REDI Cincinnati site searches that meet the metrics, with minimal success in terms of site visits from these prospects.

- 3. What is the total project investment from May 27, 2016 through December 31, 2019?**
\$4,616,181
- 4. Will you meet 100% of your metric commitment by the evaluation date of December 31, 2018?**

Yes. The Port has met its commitments in advance of the metric evaluation date to perform remediation and demolition of the entire existing structure, soil remediation, prepare the site and perform stabilization work, improve infrastructure including relocation of the storm sewer,

and create better site access. Entire site will be zoned to accommodate a manufacturing end use. The Port regularly and actively market the site as a part of their portfolio.

5. Expect to meet 100% of Metric Commitments: Yes.