

Building Resilience in Small and Rural Communities Clinton County, OH

A large group of approximately 50 people, including men and women of various ages, are posed for a group photo on a wide street in Clinton County, Ohio. They are dressed in a mix of casual and business-casual attire. The street is lined with historic, multi-story brick and stone buildings. On the right side, a prominent red vertical sign for 'URPHY' is visible, along with a theater marquee that reads 'TO HONOR THE CHOICE SUN. SEPT. 11 3:00' and 'THEATRE.ORG'. The sky is overcast, and the overall atmosphere is one of community and resilience.

Taylor Stuckert, AICP
Exec. Director, CC Regional Planning Commission
Co-Founder, Energize Clinton County



● **DAYTON**
30

● **COLUMBUS**
60

● **CINCINNATI**
45

★ **WILMINGTON**





10,200

employment at DHL & Airpark

32,800

employment in Clinton County

1 in 3


jobs in Clinton County

Economic Storm Batters Ohio Town

By CBSNews

Watch the Segment »

Web Extras

[A Town In Crisis](#) 

[The Line](#) 



When President Obama spoke of "the winter of our hardship" in his inaugural address, no one in America understood that better than the folks **60 Minutes** met in Wilmington, Ohio. They're people in the grip of a brutal series of layoffs at DHL, the shipping company. Their experience was part of the news this past week that new claims for unemployment benefits are the highest in 26 years.

Since the economic crash of 2008, taxpayers have committed to more than \$1 trillion in various bailouts of Wall Street. But not much of that is reaching families in crisis. On kitchen tables, headlines from Washington and New York lie beside unpaid tuition bills and foreclosure notices. After all the speeches and parties of Inauguration Day, what were the families in Wilmington asking?

"Are we going to lose our home? Are we going to be able to pay our property taxes? What are we gonna do for insurance? What are we gonna do for food? You know, and these are questions that you'd never think that we'd ask yourself. And now they're discussions in the home," says Mike O'Machearley, who is losing the job that helped support four children and a grandson.

"They always say that God closes a door, he opens another one. And we have faith that he will," he adds.

Faith is what sustains Wilmington now. Settled by Quakers 200 years ago, it's a community with such an all-American look that it seems like a movie set. About 12,000 people live there. And many, like O'Machearley, work in the last industry you'd expect in a laid back town.

In 1980, Airborne Express turned Wilmington's abandoned Air Force base into a hub for overnight shipping. Eight thousand people found work at what they call "the air park." Then, in 2003 a German company, DHL, bought Airborne in an effort to win a big piece of the U.S. market. It didn't work. The merger was rocky, there were service disruptions, and customers left in droves. With last fall's economic crash, DHL was losing \$6 million a day in the U.S.; layoffs started coming by the hundreds.

People who worked there for decades found themselves in DHL-sponsored meetings learning about unemployment.

Wilmington, OH Unemployment January 2007-May 2010



→ LOSS OF MAJOR EMPLOYER



→ HOMOGENOUS ECONOMY
WHAT HAVE BEEN CLINTON
COUNTY'S ISSUES?
→ BRAIN DRAIN

→ IDENTITY/VISION

Plugging the Leaks

Local Response

A black plastic bucket is placed against a brick wall. A red garden hose nozzle is inserted into the top of the bucket, with water spraying into it. Several holes are drilled into the side of the bucket, and water is leaking out from each. A large blue curved arrow points from the top left towards the bucket, and another large blue curved arrow points from the bottom right away from the bucket. The text 'WEALTH FLOWING IN' is written in white capital letters next to the top arrow, and 'WEALTH FLOWING OUT' is written in white capital letters next to the bottom arrow.

**WEALTH
FLOWING IN**

**WEALTH
FLOWING OUT**

Wealth Inflow

- Income from non-local businesses
- Exports
- Tourism

Wealth Outflow

- Box big/chain stores
- Mall/On-line shopping
- Imports
- Energy
- Food



DHL Days



Today



Plugging the Leaks

Local Business

Local Food

Local Energy

Local Visioning

Local People

Plugging the Leaks

Local Business



For every \$100 spent:

**\$68 stays in the local
economy when spent at
a locally owned
business**

**\$43 stays in the local
economy when spent at
a big box/chain store**

Civic Economics, 2008

How has it changed?

45% reported that “buying local was important to them 5 years ago...”

96% reported that “buying local is important to them today.”

The Atlantic
CITIES
PLACE MATTERS

[JOBS & ECONOMY](#) [COMMUTE](#) [HOUSING](#) [ARTS & LIFESTYLE](#) [DESIGN](#) [TECHNOLOGY](#) [POLITICS](#)

How to Design a 'Buy Local' Campaign That Actually Works

SOPHIE QUINTON APR 25, 2013 COMMENTS



276



45



3



5



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Print



Email

When Mark Rembert and Taylor Stuckert left Wilmington, Ohio, for college, they didn't think they'd be back. "When you grow up in a small town, the conversation, the discourse is—I

Clinton County's Buy Local promotions, like the holiday campaign promoting local merchants, appear to provide sales lifts for participants versus non-participants in same categories

Observations

- In comparing Clinton County customer sales pre versus post campaign periods, the participating merchants (2009-2011) appear to generate a net incremental sales lift and residual lifts versus non-participating merchants in the same categories for the campaign and post-campaign periods.
- For participating merchants, there also appears to be a lift in their general response rates (number of tickets) and sales above the \$25 minimum entry point which does comprise a sizable proportion of their sales.

Participating Merchants Campaign Period	2009	2010	2011
% Tickets > \$25	50%	40%	41%
% Sales \$ > \$25	72%	49%	60%
Change From Prior 3 Months			
% Tickets > \$25	0%	6%	8%
% Sales \$ > \$25	1%	-2%	9%

Notes:

* See appendix for list of participating merchants in 2009-2011..

** Response identified when card purchase > \$25 at participating merchant during period.

**Campaign 2009
\$25 Days Collection**



**Campaign 2010
\$25 Days Collection**



**Campaign 2011
\$25 Days Collection**

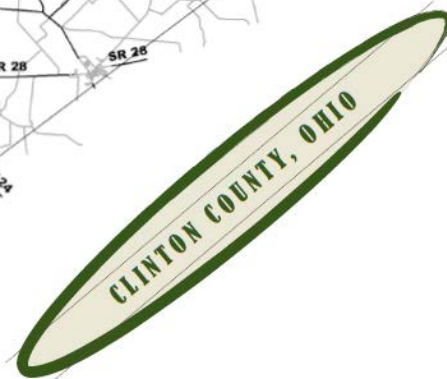
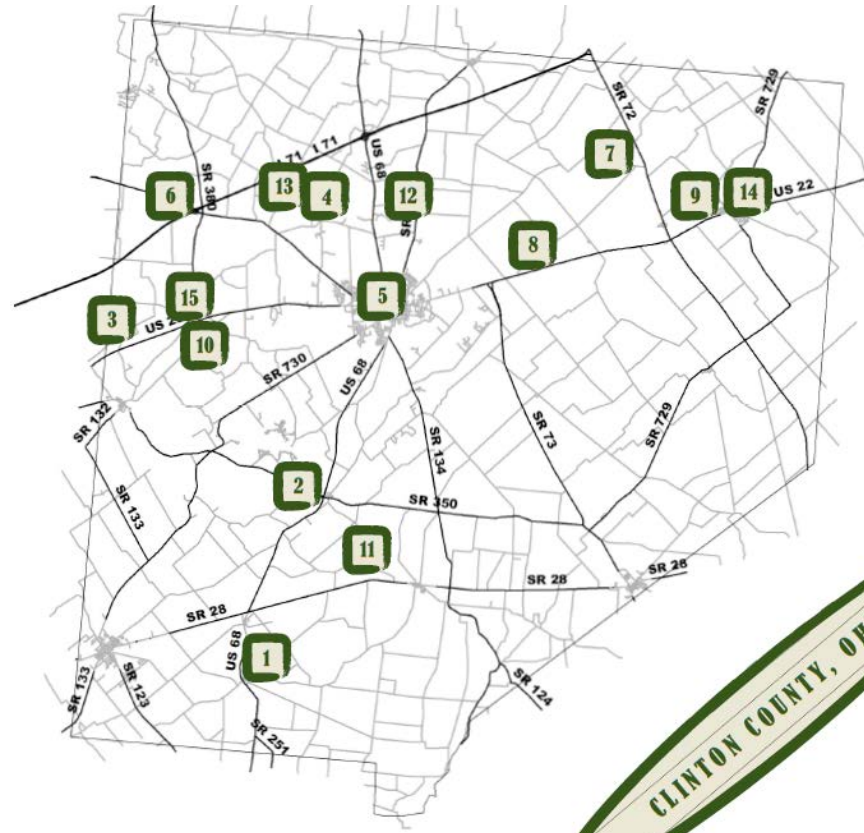


Plugging the Leaks

Local Food



The Clinton County **FARMERS' MARKET**



Expand reach of value-added producers throughout Clinton County.

Aggregate production in Clinton County to better serve demand for “local produce” regionally.

Plugging the Leaks

Local Energy



FOR OWNERS AND RENTERS

FUN AND SIMPLE

SAVE \$40 A MONTH



CLICK HERE TO START SAVING NOW!

Welcome to Dropoly! Learn how to save \$40, or more, every month on your utility bills, and have fun doing it.

▶ **Click Here To Start!**

➡ [Dropoly In The News](#)

www.dropoly.com

Plugging the Leaks

Local Visioning



Imagining the bright future of Clinton County, Ohio

A project of

Energize Clinton County

and the

Clinton County Regional Planning Commission

Recent Work



Clinton County Youth Council
Design



General Denver Micro Brewery
Architecture

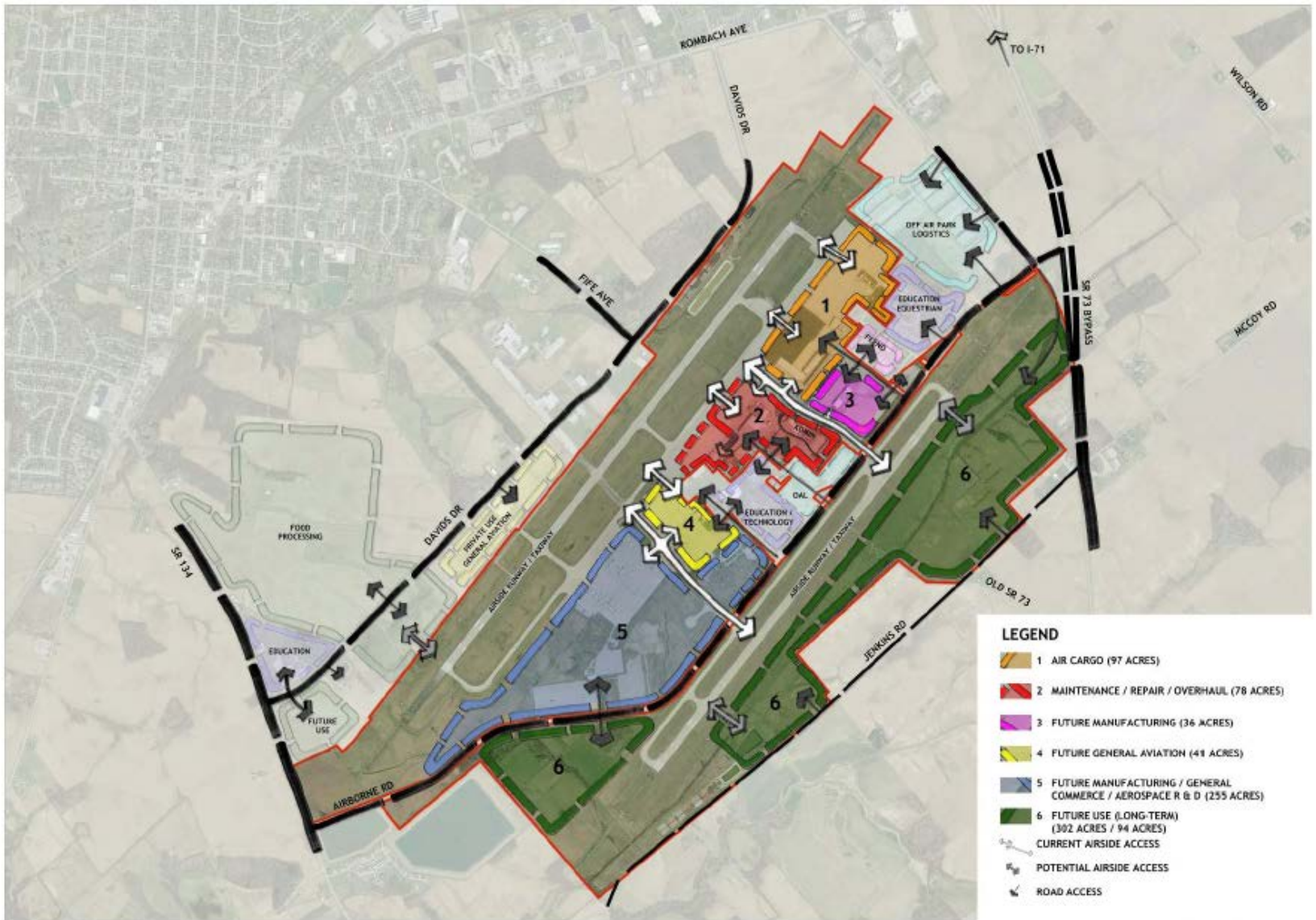


Tolliver Fields
Planning



Stuckey Farm Park
Architecture, Planning





Preferred Plan
Wilmington Air Park
 Clinton County Port Authority Owned Property

0 850 1,700 3,400 5,100 Feet



WOOLPERT
 DESIGN | GEOSPATIAL | INFRASTRUCTURE

**JONES LANG
 LASALLE**

LEB

UNISON
 Consulting, Inc.

WOOLPERT
 DESIGN | GEOSPATIAL | INFRASTRUCTURE

Wilmington

94 North South Street



Square Footage

6,400	Attic
6,400	Second Floor
6,400	First Floor
6,400	Ground Floor
6,400	Basement

Tenants

Hornierlaw Real Estate

Owner

Wilmington Church of God
100 R GORDON DR
WILMINGTON OH 46177

Wilmington

51 West Main Street



Square Footage

6,400	First Floor
6,400	Ground Floor

Tenants

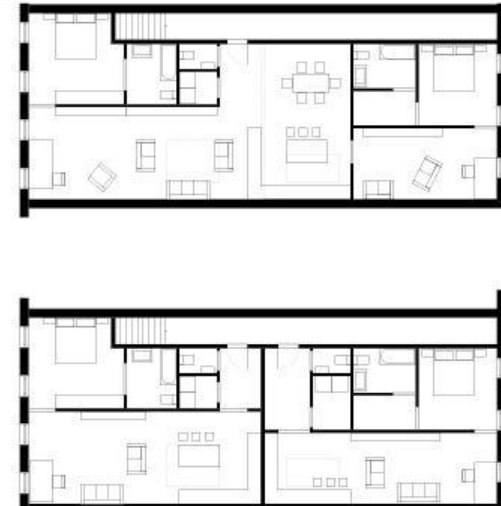
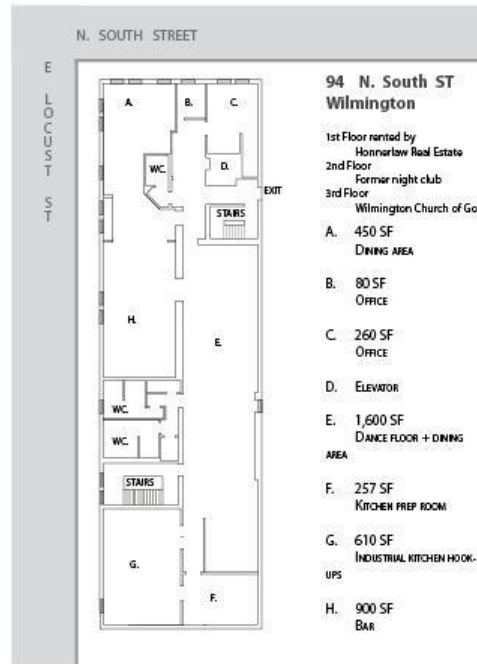
Kosta Hairdressers

Rent Generated

\$

Owner

ADAM BEDE HOLDING CO
PO BOX 214
WILMINGTON, OH 46177

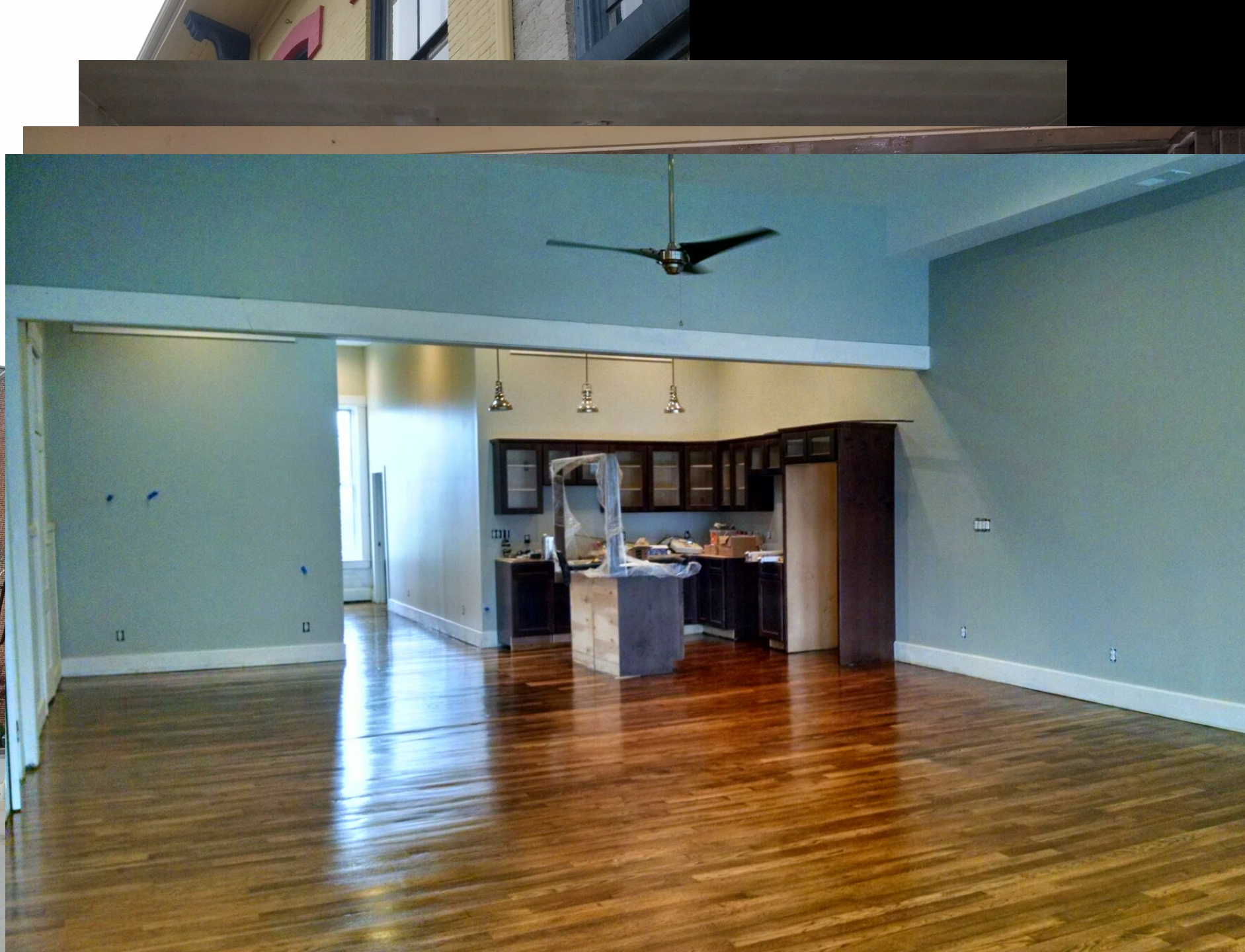














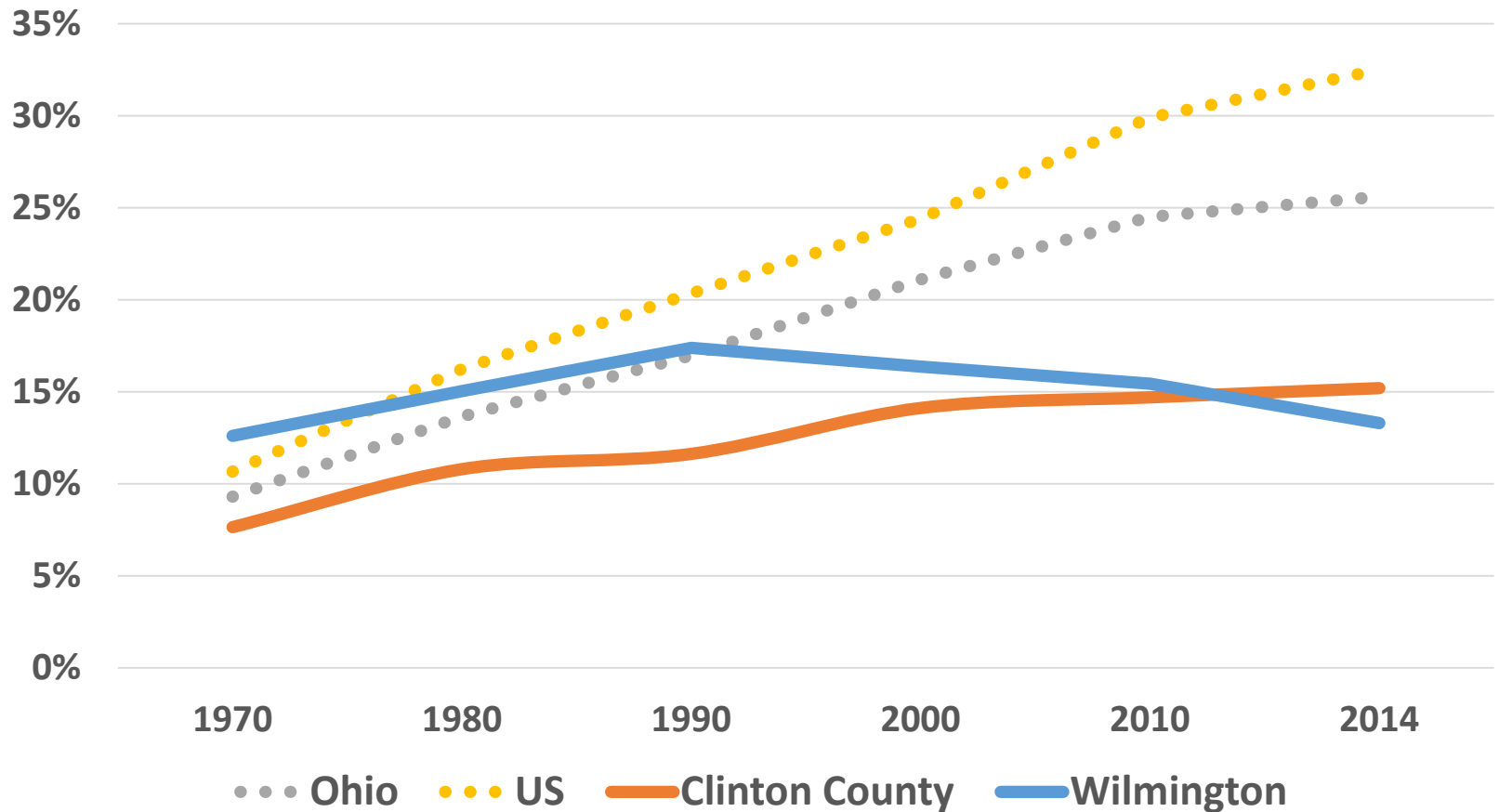
PLAN WILMINGTON

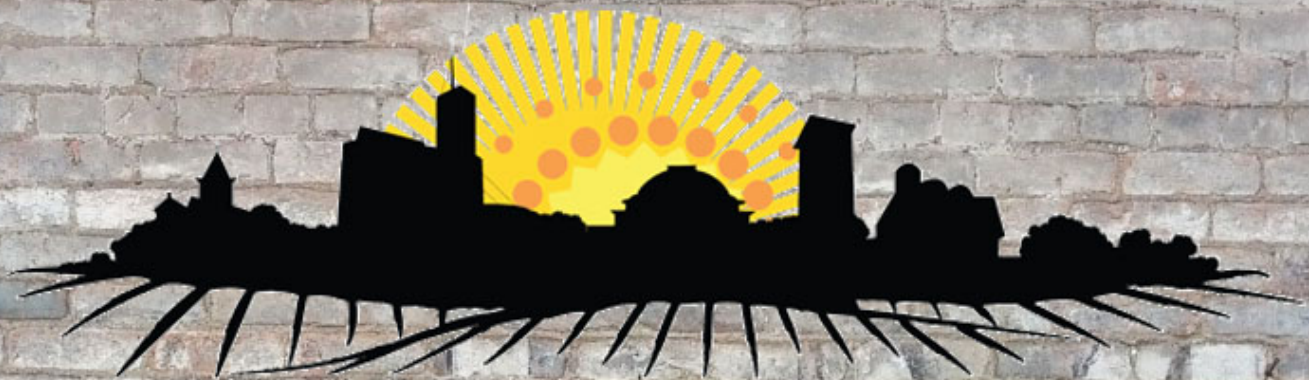
YESTERDAY, TODAY, TOMORROW

Plugging the Leaks

Local People

Educational Attainment Rates





CLINTON COMMUNITY FELLOWS





Clinton Community Fellows Program

Professional Opportunities

Community Support

Planting the Seed






Clinton Community Fellows Program

7 Years 29 Fellows

Over 11,600 Hours

70 Matches

- 
- **23% of total employment (3313)**
 - **20% are between the ages of 55 and 64 (664)**
 - **54% of new hires are between 19 and 34**



**PIONEER
LABS**

Community Projects

Know Your Community

Understand Impact

Be Action Focused

Leverage Resources

Sustain Momentum



REACH ▶
CLINTON COUNTY
Upgrade your skills. Change your future.



play for real green.

imagine cc.
PLANNING + VISIONING + DESIGN

WILMINGTON SUCCEEDS



Wilmington
College



The Clinton County
FARMERS' MARKET





www.energizecc.com