Building Resilience in Small and Rural Communities

Clinton County, OH

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Exec. Director, CC Regional Planning Commission
Co-Founder, Energize Clinton County
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 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.
WHAT HAVE BEEN CLINTON COUNTY'S ISSUES?

- LOSS OF MAJOR EMPLOYER
- HOMOGENEOUS ECONOMY
- WHAT HAVE BEEN CLINTON COUNTY'S ISSUES?
- BRAIN DRAIN
- IDENTITY/VISION
Plugging the Leaks

Local Response
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
Buy Local First Clinton County

Local Dollars Supporting Your Community
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.”
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.

<table>
<thead>
<tr>
<th>Participating Merchants</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Tickets &gt; $25</td>
<td>50%</td>
<td>40%</td>
<td>41%</td>
</tr>
<tr>
<td>% Sales $ &gt; $25</td>
<td>72%</td>
<td>49%</td>
<td>60%</td>
</tr>
<tr>
<td>Change From Prior 3 Mos</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% Tickets &gt; $25</td>
<td>0%</td>
<td>6%</td>
<td>8%</td>
</tr>
<tr>
<td>% Sales $ &gt; $25</td>
<td>1%</td>
<td>-2%</td>
<td>9%</td>
</tr>
</tbody>
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**Notes:**
- See appendix for list of participating merchants in 2009-2011.
- Response identified when card purchase > $25 at participating merchant during period.
Plugging the Leaks
Local Food
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.

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
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
Hommerlaw Real Estate

Owner
Wilmington Church of God
100 R Gordon Dr
Wilmington, OH 48177

Wilmington

51 West Main Street

Square Footage
6,400 First Floor
6,400 Ground Floor

Tenants
Koala Hairdressers

Owner
Adam Bede Holding Co
PO Box 214
Wilmington, OH 48177

Floor Plan

- 94 N. South St
- 51 W. Main St
PLAN WILMINGTON
YESTERDAY, TODAY, TOMORROW
Plugging the Leaks

Local People
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
Community Projects

Know Your Community
Understand Impact
Be Action Focused
Leverage Resources
Sustain Momentum