



CLEVELAND INDUSTRIAL RETENTION INITIATIVE
A Program of the City of Cleveland



CLEVELAND INDUSTRIAL RETENTION INITIATIVE ECONOMIC IMPACT 2016

The Cleveland Industrial Retention Initiative (CIRI) is a program of the City of Cleveland, managed by WIRE-Net. CIRI assists the city's manufacturing firms to improve operations, maintain profitability, and remain competitive. CIRI provides local companies with information and support including:



COMPANY FINANCES



GENERAL BUSINESS ASSISTANCE

(e.g. business to business
connections, sales
development, etc.)



BUSINESS OPERATION IMPROVEMENTS

(e.g. cost-saving measures,
Lean learners groups, etc.)



REAL ESTATE (SITE SELECTION) & LAND ASSEMBLY



EMPLOYMENT & TRAINING



INFRASTRUCTURE



TECHNOLOGY & MODERNIZATION



BUILDING PERMITS & ZONING



SAFETY & SECURITY



MARKETING



WASTE MANAGEMENT & ENVIRONMENTAL COMPLIANCE

In 2016 a team of four retention specialists conducted in-plant outreach visits to 500 manufacturing and manufacturing related firms in the City of Cleveland.

Those firms represented **over 23,900 jobs**. CIRI completed **469 services** primarily in the areas of general business assistance, operation improvements, infrastructure, employment & training, and company finances. CIRI engaged **partners** including the **City of Cleveland, Ohio Means Jobs Cleveland-Cuyahoga County, the National Development Council – Grow Cuyahoga County Fund, the Goldman Sachs 10,000 Small Businesses program** and **MAGNET** to provide valuable services to manufacturers in a variety of industries from food processing to metal finishing.

14 SERVICE INTERVENTIONS TO UNIQUE FIRMS*

These interventions affected

1,025
EXISTING DIRECT
MANUFACTURING and
manufacturing related jobs with an
estimated annual payroll of

\$64.2 MILLION**

Generated

\$143,255
in Capital Investment

Added

\$46,682
in Increased Sales

Created **\$313,555** in operation
improvements that reduced costs allowing for the
reinvestment in workforce, facility maintenance,
and process improvements***

* Interventions are defined as services where new jobs were added, jobs were at risk, operation improvements led to cost reductions, or investment was made

** Payroll is estimated based on payroll data from the State of Ohio Labor Market Information System.

*** Cost Reductions include reduction in operation cost associated with supply purchases, shipping, security, energy management, and employment & training costs.

>> EURO USA, INC.



Offering more than 6,000 specialty food and seafood items from Europe, Euro USA, Inc. is enjoying a period of significant growth. Thanks in part to WIRE-Net's CIRI program, Euro USA is equipped with the talent it needs to continue expanding.

In operation since 1986, Euro USA imports and distributes European cheeses, olive oils, pastas, confections, spices, and charcuterie. The company added seafood to that list when it merged with Navillus Seafoods back in 1998. They've been a part of the CIRI program, off and on, since 2008, and have tapped it for a number of different services.

For example, in 2009, CIRI helped the company find a loan for expansion, and introduced the company to Employment Connection, the public workforce system responsible for employment recruitment and training. More recently, in 2016, CIRI connected Euro USA with TJ

McGowan, WIRE-Net's Manager of Employment, to address significant recruiting and training challenges that were holding the company back. The CIRI program also worked with the City to address infrastructure issues—namely, sewer grate and street repairs—that were causing flooding at the edge of the company's driveway.

Vice President and COO Sean Sullivan believes the best part of the CIRI program are the connections to workforce recruitment, which allowed them to fill several open positions with the best possible talent in the area.

Manufacturing Matters to Cleveland!

Find out more about CIRI >> **216.588.1446** or **wire-net.org/manufacturingServices/ciri.aspx**