



CLEVELAND INDUSTRIAL RETENTION INITIATIVE
A Program of the City of Cleveland



CLEVELAND INDUSTRIAL RETENTION INITIATIVE ECONOMIC IMPACT 2017

In 2017, a team of four retention specialists conducted in-plant outreach visits to **485** manufacturing and manufacturing-related firms in the City of Cleveland. Those firms represented **19,759 jobs**. CIRI identified **597 opportunities** to provide valuable services to manufacturers in a variety of industries, from additive manufacturing to distribution. CIRI completed **382 services** primarily in the areas of safety & security, employment & training, infrastructure, and business operations. CIRI engaged partners including the **City of Cleveland, Cuyahoga County, Accelerate Cleveland Manufacturing (ACM), and Towards Employment.**

Manufacturing Matters to Cleveland!

* 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 reductions in operation cost associated with supply purchases, shipping, security, energy management, and employment & training costs

Conducted

494 TOTAL VISITS

to uncover the opportunities and growth challenges of Cleveland manufacturing and related firms

Performed

8 SERVICE INTERVENTIONS

to unique firms* with an estimated annual payroll of

OVER \$13.9M**

Impacted **223** existing direct manufacturing and manufacturing related jobs

Added **\$410,000** in increased sales

Retained **\$2.9M** in sales

Retained **58 JOBS**

Created **\$279,500** in operation improvements that reduced costs in labor, materials, energy, or overhead, allowing for the reinvestment in workforce skills, facility maintenance, process improvements, and other business areas***

Generated **\$4,944,000** in increased investment in new products/processes, plant and equipment, information systems, and workforce skills

>> BRADEN SUTPHIN INK COMPANY



Braden Sutphin Ink Company centralizes its business around two important assets: their employees, and the American printer. Thanks in part to WIRE-Net's CIRI program, which has provided outreach and services to the company for years, Braden Sutphin continues to expand and foster the teamwork that makes their company unique.

With more than 100 years of operating experience, Braden Sutphin is an ink company in the true American tradition. Service-oriented, the company ships 95 percent of its orders within 3 days of being received and takes extensive measures to ensure batch-to-batch consistency. In addition, its research and development has allowed it to expand its ink portfolio to include sheetfed, offset, web heatset, non-heatset, and other varieties of ink.

Since 1999, the CIRI program has been providing services to Braden Sutphin to keep its operation moving. After their annual outreach assessment, the company's CIRI Industrial

"CIRI was a valuable resource during the project. The Industrial Development Manager, Tom Birkel, met with us throughout the project and provided the company with sagacious advice."

- James S. Leitch

Development Manager introduced them to the City of Cleveland Department of Economic Development. This partnership, and the resources connected to it, enabled Braden Sutphin to complete its facility expansion and improvements at their 3650 E 93rd St facility, consolidating production, lab, and R&D in one central location. Because of this intervention, the company was able to retain \$2M in sales and create 2 new jobs in the City of Cleveland. The company's investment in plant and equipment costs increased by \$65K, and its investment in workforce skills increased by \$25K.

>> FOOTE PRINTING

Foote Printing

Foote Printing has provided exemplary design and printing services for decades, and is still family owned. Taking advantage of WIRE-Net's CIRI program, the company has been able to invest more in their employees and maintain a solid trajectory of growth.

Foote Printing is a family-owned, union, commercial print shop that's been around since 1907. With services that range from graphic design to printing and mailing, the company serves local municipalities, design companies, and both small copy shops and large corporations. Foote Printing also prides itself on being earth-conscious, investing in solar panels, recycling nearly all of their paper waste, and relying on LED lighting to reduce energy consumption.

"Because of CIRI, we don't have to use up time to get information from city agencies. CIRI representatives quickly follow up and let you know about resources and information - it feels good to know there's someone looking out for you."

- Michael Duhr.

For the past 10 years, the CIRI program has been regularly checking in with Foote Printing to offer services and support for its business goals. Over the years, CIRI has helped the company get more customers, expand to more marketing channels, connect with other business owners, and produce more specialty products. Foote Printing has been able invest \$210K in its plant, with additional investments in workforce practices and employee skills of between \$200-300K. On top of that, Foote Printing has seen an increase in sales of 5 percent, and has been able to retain 12 jobs.

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**