

### **A Strong—And Lasting—Manufacturing Heritage**

Thanks to its transportation and other advantages, Muskingum County—unlike many Midwestern communities—has remained a strong manufacturing center over the years.



Its effective economic development activities have helped attract a large number of new employers. Just as importantly, the county's pro-business thinking has helped many local companies grow from small businesses into major national competitors—and remain in Muskingum County to do so.

One example is The Longaberger® Company, founded in an old garage in 1973 in Dresden, Ohio, by Dave Longaberger. Today, The Longaberger Company, the largest manufacturer of handmade baskets in the U.S., has sales of \$700 million, employs more than 7,000 people, and continues to call Muskingum County home to its manufacturing operations.

### **New Companies Come and Grow!**

Whether it's All American Homes, the nation's largest builder of modular homes; Worthington Foods, the world's largest company solely dedicated to producing and marketing meatless and other healthful food products; or Wendy's International, which produces more than 700 million buns each year for its restaurants at its Zanesville bakery, the story's a familiar one.

An employer comes to Muskingum County, builds a facility, finds that it's a great place to grow a business, and begins to expand!

### **A Natural For Distribution**

With Muskingum County's great location and multi-modal transportation access, it's no wonder the community is home to a growing number of firms that not only manufacture here, but have located their national distribution centers in the county.

You'll find distribution operations for everything from pharmaceuticals to retail auto parts in Zanesville and the surrounding communities. And there is a lot of space in the county's industrial parks for additional distribution facilities.

### **A Great Place To Live, Too**

Muskingum County isn't just a great place to do business. It's a great location for the people companies need to attract and retain, blending the best in small town life with all of the big city excitement you would want.

Locally, you'll find a performing arts center that attracts nationally known performers, an art museum with several major collections, the Southeastern Ohio Symphony Orchestra, and any number of other attractions.

Its healthcare system is among the state's best, with two major hospital campuses, numerous clinics and health care facilities, and a broad range of doctors and caregivers.



You'll find academically strong school districts, several major colleges and universities, and other educational opportunities in Muskingum County.

The county's shopping is anything but small town. Sure, you'll find your fill of quaint antique shops and stores featuring the region's famous crafts and pottery, but you'll also find national retailers and a major shopping mall. In fact, Muskingum County is one of the leaders in total retail sales among Ohio's 51 non-metropolitan counties.

Of course, when you do want that "metropolitan" feel, there's Columbus, Capital of Ohio. Just 45 minutes to the west of Zanesville is one of the fastest growing cities in the country. There, you'll find everything from touring Broadway shows to major league hockey.

### **What About Employees?**

With all the economic development successes Muskingum County has enjoyed, you might think it's a tight labor market with high wages and turnover. The truth, however, is that it's a market with good employee ability, low turnover, and a strong work ethic.

First, let's talk availability. Unemployment in the county exceeds the state average, and companies indicate a readily available pool of skilled people to meet their needs.

What about work force stability? It's one of the community's strengths. Employers typically report turnover in the low single digits. One company, Worthington Foods, went four years without a single voluntary employee resignation!

And, with its unique blend of small town quality of life and big city amenities, Muskingum County can also offer—and attract—a group of employees that a lot of smaller communities can't: corporate managers and executives.

### **A Winning Combination**

*Muskingum County and its communities have a lot to offer to employers and employees, but those natural advantages are magnified by two important pluses: Ohio and Appalachia. Because the State of Ohio, already a leader in economic development, has developed a special set of incentives available to employers locating or expanding in the state's river crescent.*

*Ohio's incentives are internationally recognized for their effectiveness. In fact, during the 1990s, more U.S. companies—over 6,000—selected Ohio for investments in new facilities and expansions than any other state. More global companies have made Ohio their second home than any other state, too. Over 1,200 non-U.S.-owned companies have decided to invest in Ohio.*

*The state's incentive philosophy is built on several cornerstones:*

- Provide meaningful incentives that help companies grow — incentives such as tax credits that reward investment and job creation, training assistance, and other programs.*
- Offer those programs to new and existing employers, to help companies that already operate in the state build their future in Ohio.*

*The success of those development policies is obvious: 44 other states have adopted economic development programs that mirror Ohio's! Capitalizing on their benefits is one of the cornerstones of the Governor's Opportunity Agenda.*

*But employers choosing Muskingum County for projects enjoy additional benefits, thanks to the state's commitment to encourage development in its Appalachian region.*

*For example, the Governor's Office of Appalachia funds economic development, training, travel and tourism, and other initiatives.*

*To learn more about the State of Ohio's economic development efforts, contact the Ohio Department of Development at 1-800-345-OHIO.*