



NEWS RELEASE

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Norwalk Area's Eighth Annual Businesses Appreciation Week Reaches Record Number in 2011

NORWALK, OH (June 14, 2011) – The Norwalk Economic Development Corporation (NEDC) reached a record 120 businesses during the Eight Annual 'Norwalk Area Business Appreciation Week,' which was held April 25-May 3, 2011.

According to Ellen Heinz, NEDC's Director, this event serves as one of the main components of NEDC's business retention and expansion program.

“Supporting our local businesses is our top priority. The goal of Business Appreciation Week is to let companies know how much we appreciate them and their commitment to the Norwalk area. We also see this as an opportunity to provide them information about additional resources in the community.” Heinz added, “We greatly value this time with our businesses.”

Heinz attributes the success and growth of the program to the commitment of the NEDC Board and investors, and the 45 community and business leaders that volunteer their time as visitation team members.

“Of the 120 companies that participated this year, over 70% reported they had a good or great year in 2010. Nine businesses reported they had their best year ever in 2010, and several experienced very strong 1st quarters in 2011,” noted Heinz.

“Reports from the visitation teams came in even more positive than the year before, which is a great testament to our area businesses and their commitment to success. As with 2010, companies took advantage of the economic changes and made a concerted effort to break into new markets and increase productivity. Many said their hard work and investment have paid off,” said Heinz.

There was also a reported increase in local expansions and renovation projects this year, up 11% from 2010.

Many businesses stated they were hiring new employees this year, and the information reported from employers projected that approximately 170 jobs will be added in the area by the end of 2011.

Transportation, fuel prices, taxes and the need for more jobs were at the top of their list of concerns. Most of the government related items noted were directed at the state and federal levels. “Despite the issues mentioned, most people stated they were very happy to be in the community and shared good news about their businesses,” stated Heinz.

Many companies noted that the Norwalk area is a great place to do business and stated the top reasons are Norwalk’s location, the community support, the good and improving economic conditions of their industries and also the business partnerships they continue to cultivate in the region.

The program’s reach continues long after the event is over. “We identified over eighty companies that requested follow-up from the visitation reports,” said Heinz. “We are already working on those items and are happy to connect businesses to the additional resources.”

As a public-private partnership, the mission of the Norwalk Economic Development Corporation is to foster a strong economic environment in the Norwalk area that supports businesses and nurtures growth while promoting stability in the marketplace.

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