


**COMMITTEE REPORT**  
**THE CITY COUNCIL OF THE CITY OF FINDLAY, OHIO**

The **STRATEGIC PLANNING COMMITTEE** met on November 15, 2022 to review the information gathered from the business survey, incorporate that information into Section 6 of the strategic plan and finalize, review remainder of the draft plan and approve to be used at the open house (copy attached).

We recommend:

To approve goal 6 as amended and discussed to be included in the draft document

Aye  Nay

  
Jeff Webber, Chairman

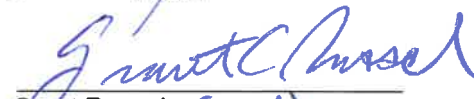
Aye  Nay

ABSENT  
Randy Greeno

Aye  Nay

  
Dennis Hellmann

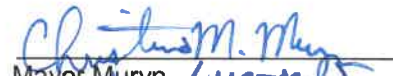
Aye  Nay

  
Grant Russel (2nd)

Aye  Nay

  
Beth Warnecke

Aye  Nay

  
Mayor Muryn (Morrill)

Aye  Nay

  
Auditor Staschiak

LEGISLATION: \_\_\_\_\_

DATE: November 15, 2022

COMMITTEE: STRATEGIC PLANNING



## Snapshot Report of Existing Conditions and Trends City of Findlay

November 3, 2022

## Purpose

- **Explore** critical external and internal conditions, trends, and opportunities to educate the City elected officials, Staff and the general public
- **Inform** recommendations for the strategic plan which will guide the City organization and lays out a community-wide vision for the future

*Note: at the time the existing conditions report was prepared, some 2020 US decennial and 2019 ACS 5-year estimate data was the most recent available information.*

## Topics

### COMMUNITY

- People
- Personal Prosperity
- Housing
- Education
- Economy/Employment
- Health and Wellness
- Economy/Employment
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### CITY

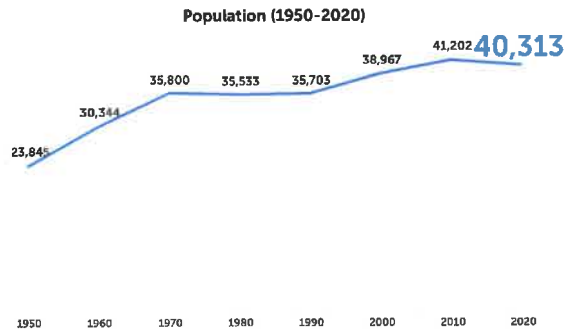
- Employees
- Demographics
- Commute
- Tenure
- Services and governance
- Community Services
- Budgeting and Revenue



## Population has declined slightly since 2010

 **↓2% (-889)**  
2010-2020

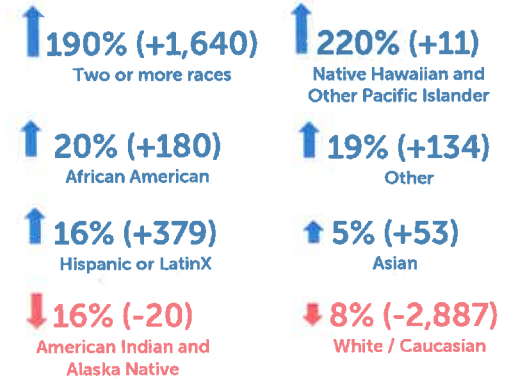
- Population decreased slightly from 2010 to 2020 after a period of steady increase



Source: US Decennial data

## Findlay is growing more diverse

- The population has grown more diverse from 2010 to 2020
- Almost all races have increased in population except for White, and American Indian and Alaska Native populations



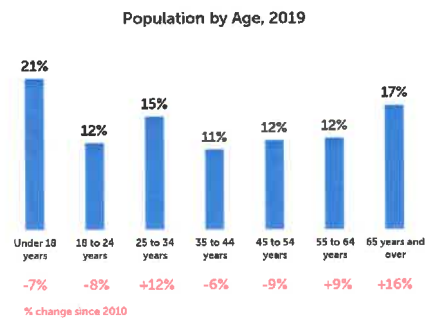
Source: US Decennial data

PEOPLE

PEOPLE

## Seniors are the fastest growing population

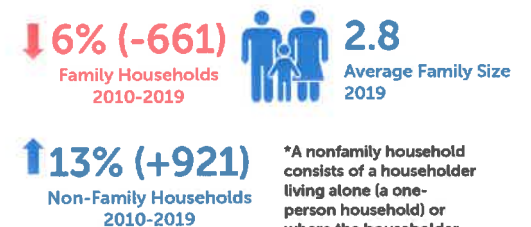
- Older adults make up 17% of the population and has grown the fastest at 16% since 2010.



Source: 2010 US Decennial data and 2019 5-year estimates US Census

## Family households have slightly declined

- 55% of overall households are made up of families.
  - From 2010 to 2019, family households declined 6%
  - Married couples with children under 18 years old also declined by 10%
- The average family size remains steady (2.81 in 2010 and 2.79 in 2019)
- 45% of households are non-family. \*Non-family households grew 13% from 2010 to 2019



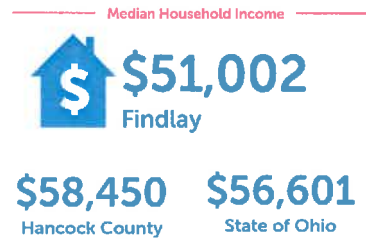
Source: 2010 and 2019 5-year estimates US Census and US Census Bureau Subject Definitions

PEOPLE

PEOPLE

## Findlay's median household income is below Hancock County and the State of Ohio

- Median household income in Findlay in 2019 was \$51,002

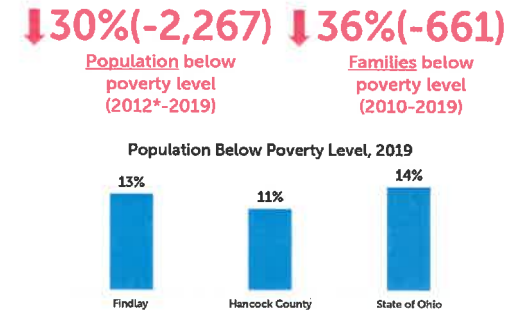


Source: 2019 5-year estimates US Census

PERSONAL PROSPERITY

## Poverty levels have decreased over the last 7 years

- The population below poverty level decreased 30% from 2012\* to 2019
- Families below poverty level decreased 36%
- Poverty in Findlay is almost on par with Hancock County and the State of Ohio



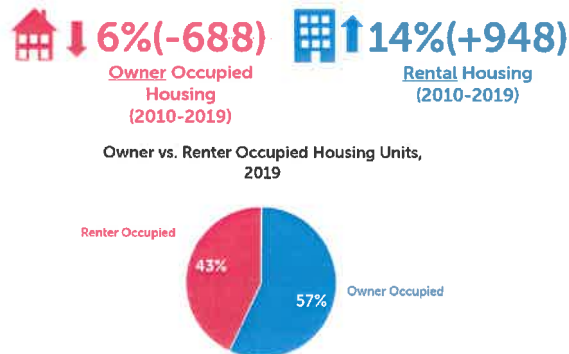
\*2010 5-year estimate unavailable on the US Census Bureau website

Source: 2010, 2012 and 2019 5-year estimates US Census

PERSONAL PROSPERITY

## Owner occupied housing units have decreased in the last 9 years

- 57% of housing units are owned
- Owner-occupied housing decreased 6% between 2010 and 2019
- Rental housing increase 14% between 2010 and 2019

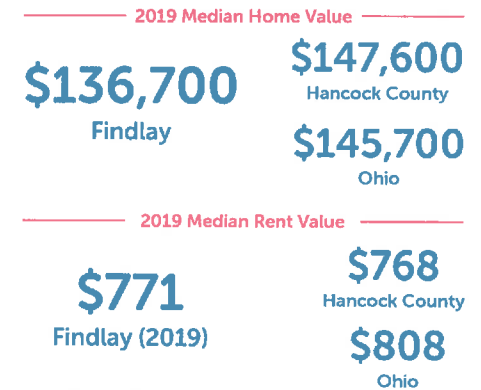


Source: 2010 and 2019 5-year estimates US Census

PERSONAL PROSPERITY

## Median home value and rent are lower than the State of Ohio

- Median home value increased 11% and rent increased 16% between 2010 and 2019
- However, housing value is lower in Findlay compared to Hancock County and the State of Ohio
- Rent in Findlay is at par with the County and less than the State



\*2010 5-year estimate unavailable

Source: 2010 and 2019 5-year estimates US Census

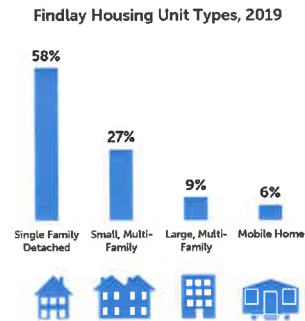
PERSONAL PROSPERITY

## The majority of homes are single detached, but there is a mix of housing types available

- The majority of housing unit types are single-family detached homes
- There is also a variety of small and large multi-family homes available in the City
- The fastest growing unit types since 2010:
  - 2-unit types grew 22% (+339)
  - mobile homes grew 24% (+224)

**Notes:**  
*Small multi-family – 1 unit attached, and 2 to 9 units within a structure*

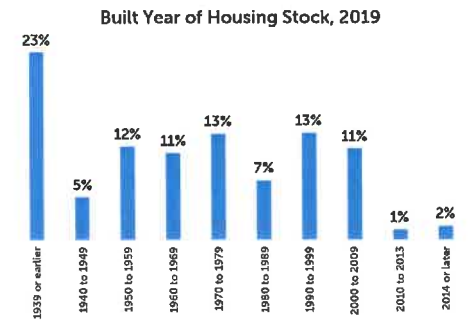
*Large multi-family – 10 or more units within a structure*



Source: 2010 and 2019 5-year estimates US Census

## Housing stock is older

- The majority of housing unit types were built in 1939 or earlier
- 2% of housing stock was built after 2014



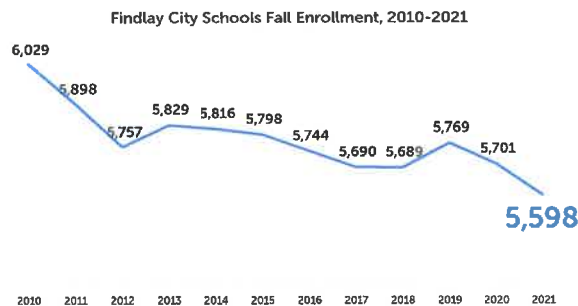
Source: 2019 5-year estimates US Census

HOUSING

HOUSING

## K-12 student enrollment has slightly declined in the last 11 years

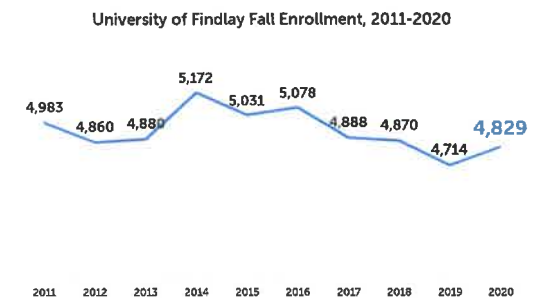
- Total enrollment from 2010 to 2021 declined by 7% (lost 431 students)



Source: Ohio Department of Education (<https://education.ohio.gov>)

## Student enrollment at the University of Findlay has declined slightly in the last 9 years

- Total fall enrollment from 2011 to 2021 declined by 3% (lost 154 students)



Source: National Center of Education Statistics (<https://nces.ed.gov/>)

EDUCATION

EDUCATION

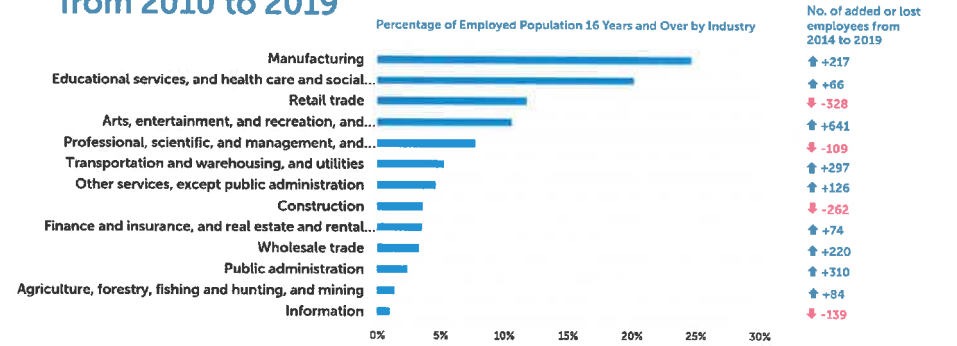
## Top employers continue to be in manufacturing, petroleum, health and education sectors

- Whirlpool, Blanchard Valley Regional Health Center, Marathon, and City Findlay City School employees have grown since 2013
- Other top employers have lost employees

| Top 10 Employers of 2021                    | 2021 employee Count | Change since 2013 | 2021 Top 10 companies for employee withholding income tax revenue (in no order) |
|---|---------------------|-------------------|---|
| Whirlpool                                   | 2,440               | 29%               | Blanchard Valley Health System  |
| Blanchard Valley Health System              | 2,289               | 15%               | Cooper Tire & Rubber Company  |
| Marathon Petroleum Corporation              | 2,234               | 22%               | Findlay City Schools  |
| Findlay City Schools                        | 834                 | 9%                | Hancock County Auditor  |
| The University of Findlay                   | 539                 | -2%               | Hitachi Astemo Findlay Inc.   |
| Lowe's Distribution Center                  | 623                 | -10%              | Marathon Petroleum Company  |
| Cooper Tire and Rubber Company              | 1,590               | -22%              | Marathon Petroleum Logistics Services   |
| Hitachi Astemo (formerly Nissin Brake Ohio) | 467                 | -29%              | McLane Ohio Inc.  |
| McLane                                      | 592                 | NA                | University of Findlay   |
| Kohl's Distribution Center                  | 520                 | NA                | Whirlpool Corporation   |

Source: City of Findlay, Auditor

## Public administration, wholesale, arts and entertainment, agriculture related, and transportation and warehousing related sectors grew significantly from 2010 to 2019



Source: 2010 and 2019 5-year estimates US Census

ECONOMY & EMPLOYMENT

ECONOMY & EMPLOYMENT

## 30% of people live and work in Findlay

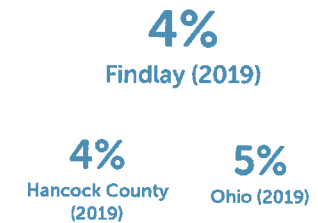


Source: US Census On The Map (<https://onthemap.ces.census.gov/>)

ECONOMY & EMPLOYMENT

## Unemployment rates have improved in the City

- Unemployment rate decreased by almost half, from 7% in 2010 to 4% in 2019
- Unemployment rate is at par with Hancock County and the State of Ohio



Source: 2010 and 2019 5-year estimates US Census

ECONOMY & EMPLOYMENT

## Findlay is located in a healthy county

- Hancock County ranks 21 of 88 for Health Outcomes such as length and quality of life
- The County ranks 8/88 for health factors such as health behaviors, clinical care and social and economic factors
  - Under the Health Factor category, Physical Environment scored 64/88 due to air pollution and drinking water violations

Examples of what is considered a drinking water violation:

- Exceeding maximum contaminant level (microbial, inorganic, organic, pesticides, radioactive contaminants)
- Missed or not enough sampling periods

*Presence of contaminants does not always indicate a health risk.*

HEALTH AND WELLNESS

Source: County Health Rankings & Roadmaps (<https://www.countyhealthrankings.org/app/ohio/2021/rankings/hancock/county/outcomes/overall/nansho>) and City of Findlay

## PARKS

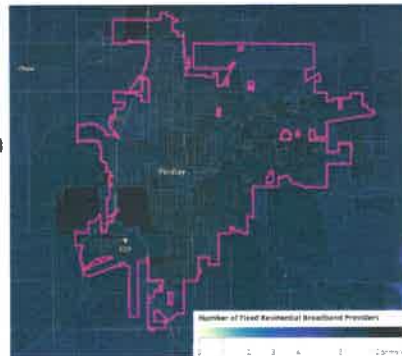
- The City has 21 City owned and operated parks
- There are 14 parks, nature preserves, recreational areas, historical sites, landings and waterfronts owned by Hancock County and located in the City
- There are 6 conservation areas owned by Hancock County and located in the City

HEALTH AND WELLNESS

Source: <https://www.countyhealthrankings.org/app/ohio/2021/rankings/hancock/county/outcomes/overall/snapshot>

## Most Findlay households have access to internet

- 86% of households have internet subscription (2019)
  - 85% have broadband
  - Less than 1% have dial-up
- 14% of households do not have an internet subscription
- Since 2017, households without internet have decreased 31%
- Overall, Findlay has access to several broadband service providers



Source: 2010 and 2019 5-year estimates US Census, and Federal Communications Commission Fixed Broadband Deployment (<https://broadbandmap.fcc.gov/>)

BROADBAND

## Findlay-Hancock Community Foundation has increased its support for the Findlay community

In 2020:

- 602 donors
- 487 fund sources
- \$3.8 million grantmaking
- 805 awarded grants
- Total assets of \$159 million
  - 20% increase since 2017



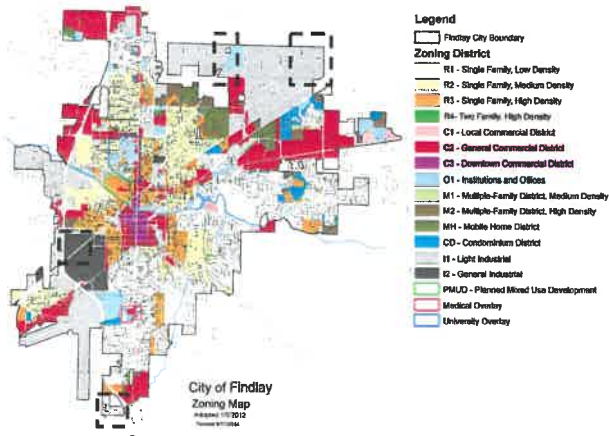
PHILANTHROPY

Source: Community Foundation 2020 Annual Report (<https://www.community-foundation.com/about-us/publications>)

## Limited vacant land left for residential housing

- Most lands within City limits that are undeveloped are farmland
- These lands are zoned light industrial or general commercial

[-] [-] Approx. limits of undeveloped land

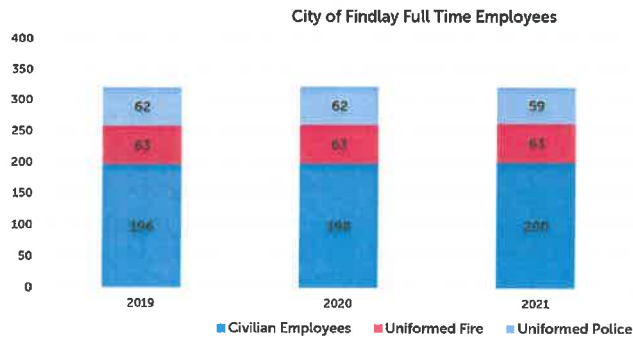


Source: City of Findlay Zoning Map, 2012



FINDLAY **Forward**  
where your ideas impact our future

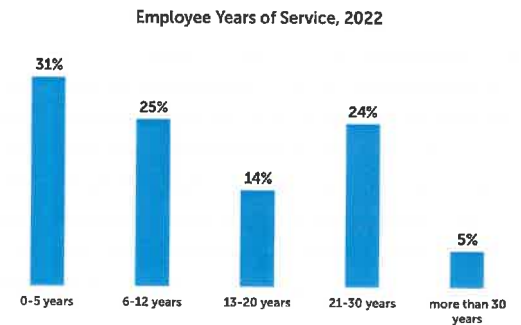
## The City has maintained stable employee counts since 2019



Source: City of Findlay Budget Brief 2021

## Most of the full time employees have been employed by the City 12 years or less

- About 6% of the City employees can potentially retire.

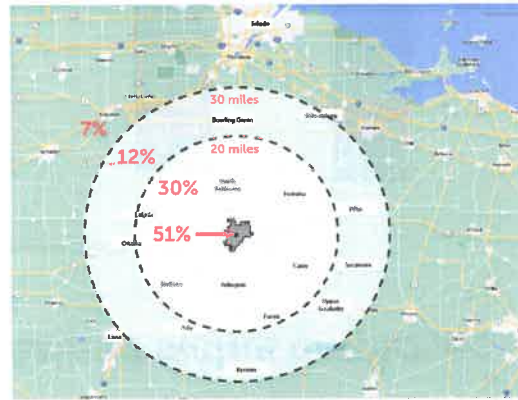


Source: City of Findlay, 2022



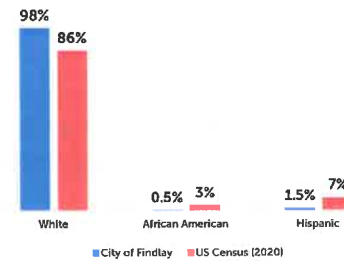
## 50-50 split between City employees who live in Findlay versus outside of the City.

- 51% live in Findlay
- Live outside of Findlay:
  - 30% live within 20 mi
  - 12% live within 21-30 mi
  - 7% live more than 30mi
- Employees commute as far out from Galion and Defiance, OH

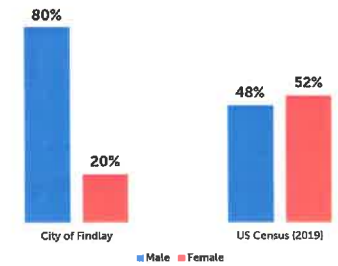


## Currently, City Staff is not as diverse as the City of Findlay

Employee by Race and Ethnicity, 2022



Employee by Gender, 2022



### DEMOGRAPHICS

Source: City of Findlay, US Census decennial 2020 data and US Census 2019 5-Year Estimates

## Community Services Provided

### The City of Findlay

#### Safety Services

- Police
- Fire (fire related and medical transport)
- Communications (dispatch police and fire calls)
- Community Relations / Programs

#### Water and Sewer Services

- Treatment, Supply Reservoir, Distribution and Utility Billing
- 100% of water from City owned and maintained Reservoir
- Waste Water System Collection and Maintenance, Treatment and Release
- Storm Water System Maintenance
- Utility Billing

Source: City of Findlay

### COMMUNITY SERVICES

## Community Services Provided

### The City of Findlay

#### Airport Service

- General
- Aircraft Storage and Fuel Sales
- Limited cargo inflow and offload to truck

#### Public Works

- Street Maintenance, Snow Removal and Street Sweeping
- Parks Maintenance
- Cemetery Services (burials and maintenance)
- Green Waste Dump Site – drop off collection facility for yard waste
- Vehicle Maintenance and Repair
- Annual bagged leaf pickup

Source: City of Findlay

### COMMUNITY SERVICES

## Community Services Provided continued

### The City of Findlay

#### Development Related Services

- Engineering Planning, Design, Bid, and Inspection for Capital Projects
- Plan Review
- Zoning Code Enforcement / Nuisance Abatement
- Permit Activity – fences, decks, accessory structures, signage, residential construction

#### Recreation

- Maintains and Schedules the Flag City Sports Complex
- The Cube Ice Arena, Roethlisberger Football Field, Marathon Diamonds, Blanchard Valley Health System Miracle Park
- Schedules Shelters
- Programming for Adult Slow Pitch Softball, Learn to Skate, Lacrosse, Keep Active Keep Healthy
- City owns and maintains outdoor pool; YMCA provides daily operation

Source: City of Findlay

COMMUNITY SERVICES

## Community Services Provided continued

### The City of Findlay

#### General Services

##### • Income Tax Collection

##### • Municipal Court

- Traffic/Criminal Department
- Civil Department
- Probation / Compliance

##### • Inward Facing Services

- Administration
- Operating and Capital Budget Preparation
- Financial: Payroll, Accounts Payable and Receivable, Medical Insurance
- Communication and Public Relations
- Technology

Source: City of Findlay

COMMUNITY SERVICES

## Community Services Provided

### Hancock County

- Planning - Hancock County Regional Planning Commission
- Bike Path Planning and Maintenance
- Emergency Operations Center
- Flood Mitigation Project
- Recycling

### Others

- Economic Development – The Alliance
- Commercial Building – Wood County
- Recreation and Service for Seniors – 50 North
- Recreational Opportunities
  - Outdoor and Indoor Pools – YMCA
  - Youth Programs – individual non-profit organizations
  - University of Findlay
  - Local Schools
- Ambulance Transport – Hanco EMS
- Refuse Collection – Private Companies
- Recycling – Litter Landing

Source: City of Findlay

COMMUNITY SERVICES

## City Funding

##### • 1.0% Income Tax

- 80% of income taxes received goes to the General Fund
- 20% of income taxes are directed to Capital Improvement Project

##### • City maintains a Rainy Day Reserve Fund of \$1.5 million

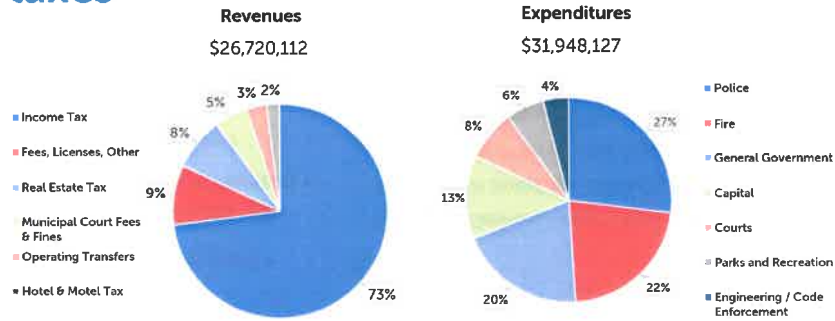
- In addition, the City targets a minimum cash reserve of 2 months of operating expenses

##### • 77% of General Fund Expenditures are directed towards Personnel costs

Source: City of Findlay City of Findlay Budget Brief 2021

BUDGETING AND REVENUE

# 73% of revenues come from income taxes



General Government Includes: Auditor's Office, Law Director, Public Building, Computer Services, Cemetery, Mayor's Office, Service Director, Safety Director, City Council and Human Resources.

BUDGETING AND REVENUE

Source: City of Findlay City of Findlay Budget Brief 2021



**FINDLAY**Forward  
shape your vision impact our future