



July 2011

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Cleveland Plus® invites you to read the recent good news of the region, attend an exciting event in Northeast Ohio and pass along the many pluses to your friends, colleagues and family members.

This month's issue focuses on the innovation and entrepreneurship in The Plus. Read related [news](#) from across the region, experience a fun [event](#) in the region, "[visit](#)" a number of successful entrepreneurs in several industries and [check out](#) some of the ways you can explore just a few of the region's locally-owned businesses.

Read more about Northeast Ohio's innovative and entrepreneurial spirit and its impact on our economy [here](#) with our Editorial Blog.

Positively Cleveland helps lure 30 million visitors to region

Last year, Cuyahoga County [raked](#) in \$5.9 billion in economic impact by welcoming 14 million visitors who, in turn, supported 61,000 jobs. If we zoom out to the entire Cleveland Plus region, those numbers soar to 30 million visitors, 163,000 jobs and \$13 billion in economic impact.

College of Wooster installs solar roof

The College of Wooster is poised to [unveil](#) the largest solar roof of any college nationwide come December. The 20,000-square-foot roof will generate 271,000 kilowatt hours of electricity each year - enough to supply the needs of a residence hall on the Wayne County campus.

Source: College
of Wooster

American Greetings' JustWink app sends cards to, from smartphones

Constantly evolving, American Greetings recently [created](#) JustWink, a free greeting card app that lets iPhone and Android users send free personalized greetings to anyone in their social networks almost as quickly as sending a simple text message.

Tourism increases in Ohio as pent-up demand begins to burst

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Burdened the past few years by the glacial pace of the economy, Ohio's [tourism](#) appears to have entered a thaw. Local tourism officials say that's benefiting Northeast Ohio's go-to attractions, activities and amenities.

Kent State University expects largest-ever freshman class

Officials at Kent State University are [projecting](#) a record freshman class at the university's home campus for fall 2011. Enrollment is expected to surpass the previous high of 4,030 freshmen set in fall 2009.

Government collaboration builds growth

The role that efficient, effective local government would play in improving Northeast Ohio's economic future is the [focus](#) of a new report issued by Advance Northeast Ohio. The report illustrates the status of government spending compared to economic indicators using data provided by the Center for Government Research.

Pierre's Ice Cream opens new \$9.2 million production facility in Cleveland

Pierre's Ice Cream Co. recently [opened](#) its \$9.2 million ice cream factory, inviting visitors to taste freshly churned French vanilla ice cream and Hola Fruta! pomegranate and blueberry sherbet straight off the production line.

Biomass project could add 1,200 jobs here

A federal [program](#) to help farmers in northeastern Ohio and western Pennsylvania grow crops used for biofuels and other sources of energy could result in more than a thousand jobs and millions of dollars of investment to the region.

Unveiling of Tech Belt center in Warren energizes leaders

A symbolic step was taken in the [revitalization](#) process of downtown Warren, when officials helped unveil the new center site, a 37,000-square-foot building near Courthouse Square that will soon act as a hub for innovative projects.

Cleveland makes top 10 list of cities in the U.S. to find a job

The [list](#) measures the most online job ads per labor-force participant, which includes both the employed and the unemployed, according to Monster. Among the top 10 markets, which may include the city plus surrounding areas, the average rate of jobs posted per participant is about double the national rate.

Plus... read what publications across the country are [saying about Cleveland Plus](#).

Let's Move It!: Select Mondays, through Aug. 15

[Join](#) the Cleveland Indians and the Cleveland Clinic for this free health and wellness program at Progressive Field on non-game day Mondays. All are welcome to stop by the ballpark from 11:30 a.m. – 1:30 p.m. to walk around the field's track.

Summer in the City Concert Series: Select Wednesdays through August

Visit the Rock and Roll Hall of Fame and Museum's plaza on select Wednesdays, starting July 6 for free live concert performances featuring the country's most buzzed-about bands. Additional acts will be announced throughout the summer, but

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CLEVELAND PLUS – BEYOND MARKETING

Cleveland Plus works closely with the [Fund for Our Economic Future](#) to disseminate good news and information about our region. The Fund is a collaboration of philanthropy in Northeast Ohio formed in 2004 to help transform the region's economy through grantmaking, research and civic engagement. We encourage you to learn more about the Fund and the [Advance Northeast Ohio](#) economic competitiveness agenda.

Add us to your list of safe senders:
PassThePlus@LandauPR.com

you can check out confirmed performances [here](#).

Great Mohican Indian Pow-Wow: July 8 – 10

Learn about native culture and lifestyle, enjoy fellowship and competition, try Native American foods and experience music, storytelling, dancing, drumming and crafting at this Loudonville [event](#). More than 40 craftspeople and traders will be on hand to demonstrate their skills.

Source: Great Mohican Indian Pow-Wow

Festival of the Arts: July 9 – 10

This Youngstown [celebration](#) of fine and performing arts features an artists' marketplace with pieces from local and national artists, music, dance and theater performances, a cultural attractions area, kid's activities and a silent auction.

Massillon Museum Island Party: July 15

[Discover](#) one of the region's best reggae acts, Carlos Jones and the P.L.U.S. Band. Bring a blanket or a lawn chair and relax on the museum grounds while enjoying pulled pork and jerk chicken sandwiches, island drinks and a family-friendly atmosphere.

Hudson Wine Festival: July 15 – 17

[Visit](#) this event that showcases more than 200 wines from local, national and international producers. Other highlights of the event include music, food, seminars, art and retail vendors and various raffles throughout the weekend.

All-American Soap Box Derby Championship Week: July 16 – 23

The longest-running youth racing [event](#) in the world and an Akron tradition since 1934, this fantastic event offers a week of competition and Americana that culminates in the championship race. Be on the lookout for celebrities from the sports and entertainment world and take part in the Derby parade and other festivities.

22nd Annual National Packard Museum Car Show: July 20 – 24

Cruise through this annual [car show](#), featuring the luxurious designs and state-of-the-art engineering of the Packard Automobile. View the museum's entire vehicle collection or share your own restored or vintage Packard with aficionados and enthusiasts from across the region and globe.

Pro Football Hall of Fame Enshrinement Festival: July 28 – Aug. 7

Nearly 700,000 people [enjoy](#) this Canton celebration, which surrounds the Pro Football Hall of Fame induction ceremonies. Events include a concert and fireworks, the balloon classic invitational, two- and five-mile races, a community parade, rib burn-off, the drum corps international competition and much more.

Lake County Heritage Festival: July 30 – 31

This [event](#) is a regional celebration of Northeast Ohio's music, fine crafts, food and history. Enjoy non-stop music, from folk and blue grass to polka and gospel, and a living history village, historic encampment and exhibits from more than 100 crafters.

World Golf Championships Bridgestone Invitational: Aug. 3 – 7

Check out the world's best golfers at Akron's Firestone Country Club, one of the country's most respected and finest private golf clubs. The [event](#), which doubles as a fundraiser for several Northeast Ohio charities, also features free admission for active and retired military and

Source: Bridgestone Invitational

children under 18 who are accompanied by a paying adult.

Plus... keep up to date each week with fun and entertaining activities taking place throughout [The Plus](#).

Watch [interviews](#) with experts in the innovation and entrepreneurship industries in Northeast Ohio. This month's contributors are Jim Cossler, CEO of the [Youngstown Business Incubator](#) and John Dearborn, president of [JumpStart](#).

'Visiting' Northeast Ohio's Successful Entrepreneurs

With the help of the Internet, people from across the country "visit" The Plus' many entrepreneurs everyday to buy or learn more about products and services without ever leaving their homes. For example, [C.L.E. Clothing Company](#)'s robust online presence allows the retailer to connect with and ship to its customers in Germany, New Zealand, Iraq and Afghanistan, to name just a few of the far-away locations it reaches.

Source: J.M. Smucker Company

From personal and home products to food and technology, The Plus is home to a number of successful entrepreneurs in a variety of industries. While many have local stores, some thrive exclusively through a virtual storefront. Some have been around for years and others are just opening up shop. Each, however, is helping to strengthen our economy.

We invite you to "visit" just a few of the hundreds of these businesses and learn more about the great products and services they offer. What local companies' websites do you visit regularly? Tweet it to [@betheplus](#) using the hashtag #PassThePlus.

Personal: [Rubber City Clothing](#) – [Uncle Earl's](#) – [Bonne Bell](#) – [GoJo Industries](#)– [Daybreak Lavender Farm](#)

Home Goods: [Roots Candles](#) – [American Tradition Baskets](#) – [EdenPURE](#) – [Step2](#) – [MTD](#) – [Sherwin Williams](#) – [Urban Organics](#)

Food: [Minerva Dairy](#) – [J.M.Smucker Company](#) – [Checker Board Cheesecake](#)– [Pretzables](#) – [Simply Southern Sides](#) – [Pierre's](#)

Tech: [Turning Technologies, LLC.](#) – [OnShift](#) – [CoffeeTable app](#) – [CitizenGroove](#)– [Scorebooth](#) – [Hyland Software](#)

Exploring Northeast Ohio's Entrepreneurial Adventures

Part of what makes The Plus a great place to live, work and play is the variety of locally-owned businesses in Northeast Ohio. Each business owner has their own unique story of when the entrepreneurial spirit hit them and how they turned their dreams

Source: O'Neil House Bed & Breakfast

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into reality.

Our Adventures this month focus on a handful of these locally-owned businesses and attractions that were developed by a local entrepreneur. Click on the link to read more about their beginnings and the unique experiences they bring to the region.

[Acme Fresh Markets](#) + [Aut-O-Rama Twin Drive-In](#) + [Crawford Auto Aviation Museum](#) + [Debonne Vineyards](#) + [Emerald Necklace Inn Tea Room](#) + [Erie Islands Coffee Co.](#) + [Goodyear](#) + [Great Lakes Brewing Company](#) + [Harry London](#) + [Humphrey Popcorn Company](#) + [Invacare](#) + [JoAnn Stores](#) + [Joe Bertman Foods](#) + [King Nut](#) + [Marc's Grocery and Deep Discount Stores](#) + [Mustard Seed Market and Café](#) + [The O'Neil House Bed and Breakfast](#) + [Shearer's Foods](#) + [Van Roy Coffee Company](#) + [Westfield Insurance](#)

Plus... find [more adventures](#).

Engage Tip of the Month: Buy Local

Northeast Ohio's small businesses depend on a strong local buying power. Whether you're shopping for groceries or clothing, or are looking for a fun way to spend your Friday night, you can always find a local business that has just what you're looking for. Don't know where to start? Check out this [report](#) to find out why buying local works.

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Do you know someone relocating to the region? Encourage them to visit [LivingInThePlus.com](#) for helpful information about working, living and playing in Cleveland Plus.



Visit the region's Economic Competitiveness Agenda

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