

20
17

ANNUAL Report



Research
Foundation



OUR VISION

An Ohio where
businesses thrive,
communities are
strong and safe, and
public policy supports
economic freedom.



Dear friends,

I may be among the minority that dreads paperwork. I don't look forward to assisting my son in his FAFSA renewal, filling out my tax return, or selling my home. There are so many required forms, websites to visit and checklists to complete. Starting a new research foundation is no different. Much of my time in 2017 (our first year) was devoted to paperwork: completing required documents, setting up internal processes, creating websites and social media accounts, formulating our plan and so much more paperwork! However, all necessary work. Yes, this first year was a bit tedious, but it was also transformative. Life was breathed into an idea – a concept – and a research institute was born! You might be surprised to know that simultaneously three new projects were launched, five new board members were recruited, and contributions exceeded my expectations. Thank you to those who donated their time and resources in 2017.

Looking forward to 2018, focus will be placed on serving the members of the Ohio Chamber of Commerce. We will continue to grow and become a trusted source of information and education. I am passionate about and dedicated to the mission of this organization and am thrilled to be serving you.

Sincerely,

A handwritten signature in black ink that reads "Katie M. Kogelman".

Katie Kogelman

Executive Director

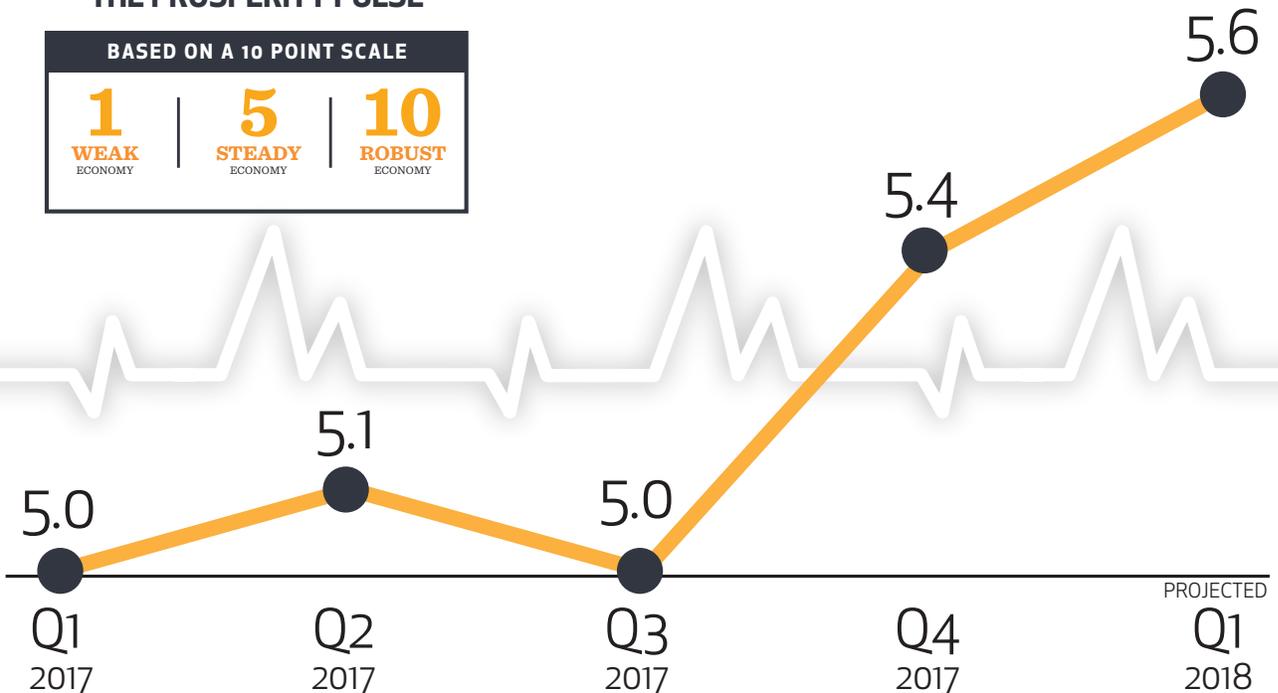
THE PROSPERITY PULSE

BASED ON A 10 POINT SCALE

1
WEAK
ECONOMY

5
STEADY
ECONOMY

10
ROBUST
ECONOMY



3 Projects WE LAUNCHED

1.

The Prosperity Pulse, a quarterly business leaders survey created to track the economic health of Ohio companies. By requesting data from more than 400 business leaders, we can measure the pulse of prosperity in Ohio. We use both quantitative and qualitative data to develop a score. Factors that we measure include profit, workforce, capital investments, and business expenses.



2.

Ohio's Innovation Economy Blueprint, a collaborative project that will continue into 2018. The purpose of the project is to benchmark Ohio's competitiveness, position Ohio for growth in the innovation economy, and recommend policy and program ideas and recommendations to elected officials in Ohio.



3.

Ohio Business Image Polling Project, a polling and focus group project led to evaluate the perception of businesses in Ohio. We surveyed 1000 adults in Ohio and invited an additional 60 people to focus groups in Akron, Cincinnati and Columbus. The results of our research will be used to guide an image campaign led by the Ohio Chamber of Commerce in 2018.



2017/2016 Financials

STATEMENTS OF FINANCIAL POSITION

	2017	2016
Assets		
Cash	\$134,951	\$112,340
Contributions Receivable	\$4,500	-
Total Assets	\$139,451	\$112,340
Net Assets		
Unrestricted	\$117,451	\$112,340
Temporarily Restricted	\$22,000	-
Total Net Assets	\$139,451	\$112,340
Total Liabilities & Net Assets	\$139,451	\$112,340

STATEMENTS OF ACTIVITIES

	2017	2016
Revenues		
Individual Donations		
Unrestricted	\$2,200	-
Corporate Donations		
Unrestricted	\$27,750	-
Organizational Grants		
Unrestricted	\$133,582	\$112,340
Restricted	\$101,297	-
Restricted Revenue	\$34,500	-
Total Revenues	\$299,329	-
Expenses		
Projects & Programs	\$155,223	-
Fundraising	\$23,376	-
Management & General	\$93,619	-
Total Expenses	\$272,218	-
Revenue Over (Under) Expenses	\$27,111	\$112,340

NOTES FROM BOARD PRESIDENT **Brian K. Hicks**



The mission of the Ohio Chamber of Commerce Research Foundation is to provide non-partisan, educational resources on public policy issues that may impact Ohio's economy, job creation, and long-term competitiveness. I would like to express heartfelt gratitude to my fellow members of the board for their commitment of time and resources in carrying out this important mission.

In our first full year of operations, we have focused on building a strong foundation of research about key business issues and concerns. We conducted and published the quarterly Prosperity Pulse to chronicle the economic health of companies according to their leaders. In 2018, we will make continuous improvement in this report to gain better knowledge and more useful data.

We have also launched a significant initiative to explore how Ohio can be more competitive in the innovation economy. We've partnered with many metro chambers of commerce on this effort to benchmark Ohio's economic initiatives with other states and to develop recommendations to make Ohio a leader in the jobs of the future.

Our work is both intentional and comprehensive. We strive to be a trusted source of non-partisan information and education for businesses in Ohio. Our vision is an Ohio where businesses thrive, communities are safe and strong, and public policy supports economic freedom. All of this work is made possible by your support. Thank you for being our partner.

With gratitude,

A handwritten signature in black ink that reads "Brian K. Hicks". The signature is fluid and cursive.

Brian Hicks

President, Ohio Chamber of Commerce Research Foundation

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2017 DIGITAL ANALYTICS



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Pageviews	Average Session
3,870	00:01:20
New Visitors	Returning Visitors
92.8%	7.2%



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Impressions	Engagements	
18,406	323	
Retweets	Likes	Followers
50	96	241



LinkedIn

Impressions	Page Views
9,233	125
Post Clicks	Followers
111	38



Facebook @OCCResearch

Pageviews	Average Session
3,870	00:01:20
New Visitors	Returning Visitors
92.8%	7.2%



2017 Prosperity Plus

Online Surveys Completed	Telephone Surveys
945	673
Views of PDF Quarterly Reports	
578	

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Research Foundation

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