

**CITY OF BLUE ASH**  
**Interoffice Memo - City Manager's Office**

**TO:** City Council  
**FROM:** City Manager and Department Directors  
**SUBJECT:** Agenda Items for the March 11, 2010 Council Meeting  
**DATE:** March 9, 2010  
**COPIES:** Department Directors, Press, Clerk of Council, Solicitor

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The following offers a brief description of the items included on the March 11 Council agenda:

**9.a.1. Ordinance No. 2010-12- Authorizing an economic development agreement associated with Sunny Delight Beverages Company**

The Sunny Delight Beverages Company, a spin-off from the P&G company, produces fruit beverages, including well-known brands such as VeryFine, Elations, and Sunny D. This newly-formed company moved to Blue Ash at 4747 Lake Forest Drive in August 2004 with 18 employees. At that time, Sunny Delight invested about \$1.5 million into that leased Blue Ash facility, and the City provided infrastructure assistance, a permit waiver, and a letter of support for a State of Ohio Job Creation Tax Credit.

Sunny Delight now occupies 24,000 square feet, and will require an additional 6,000 square feet to accommodate 20 to 30 additional employees. In the past four years, this growing company has acquired several additional brands, and has also developed a unique fruit-flavored supplement drink designed to improve joint health.

Back in 2004, the company's management team projected in three years that the company would have 50 to 55 jobs (primarily executive, managerial, and research & development), with annual salaries ranging from \$90,000 to \$300,000. As of early 2010, Sunny Delight has exceeded that estimate as it has about 90 employees, with expectations of continued growth in the foreseeable future.

In late 2009, Sunny Delight's management team, with the assistance of a broker, went through an extensive regional search to find the best location for their expanding operations. In February 2010, they selected Pfeiffer Woods, located at 5151 Pfeiffer Road, as their preferred location. The management team has signed a seven year lease in the Pfeiffer Woods building, contingent upon receiving assistance from the City to support the relocation and expansion of their laboratory facility and approval of their building signage at the April 12, 2010 Board of Zoning Appeals meeting.

The Economic Development Director is recommending that the City offer an incentive of \$190,000 to assist Sunny Delight in their lab facility relocation and expansion. Based upon this company's earnings tax payments, this investment would pay itself off in just over a year, and would demonstrate the City's interest in supporting their efforts to expand and remain in our community.

Please direct questions regarding this ordinance to the Economic Development Director Judy Clark at [jlark@blueash.com](mailto:jlark@blueash.com).

**9.b.1. Ordinance No. 2010-13 - Amending Ordinance No. 2009-5 regarding professional accounting audit services**

Ordinance No. 2010-13 amends Ordinance No. 2009-5 passed in January 2009 relating to a multi-year contract for professional accounting and audit services. That ordinance approved the selection of the State of Ohio Auditor's choice of an audit firm after following a State-guided formal bidding procedure. That ordinance authorized a three year accounting/audit services contract with Clark, Schaefer, Hackett & Co. for the 2008 through 2010 audit years for an amount not to exceed an aggregate of \$65,000. However, because the City received federal awards or grants in an amount greater than \$500,000 (Reed Hartman stimulus project), the City

is subject to requirements of OMB Circular A-133 ("single audit"), requiring additional work which was not contemplated with the original proposal submitted by the firm. Ordinance No. 2010-13 authorizes an additional amount of \$5,000 to cover that supplementary work required.

Please direct questions regarding this ordinance to the Treasurer.

**9.b.2. Ordinance No. 2010-14 - Authorizing a contract for professional services associated with an independent citizen survey**

As Council is aware, the City is working with the Institute for Policy Research (IPR), associated with the University of Cincinnati, on the completion of a citizen survey to be completed via telephone. The telephone survey will include approximately 500 adult Blue Ash citizens.

The timing of this survey will complement the efforts currently underway with the ICMA local government advisors towards the budget prioritization process. Though the survey questions have not yet been finalized, it is likely that the survey will assess citizen's beliefs relative to the City's overall objectives (i.e., the "results" discussed at the work session involving Council) and those related definitions.

Ordinance No. 2010-14 authorizes a contract with IPR for an amount not to exceed \$26,500. Please direct questions regarding this ordinance to the City Manager.

**9.c.1. Ordinance No. 2010-15 - Authorizing contractual mowing services in 2010**

Ordinance No. 2010-15 authorizes payment for contractual mowing services throughout 2010 with Blue Ash based The Brickman Group for an amount not to exceed \$90,000 in 2010. Though this vendor is called upon periodically to assist our property maintenance efforts with mowing, the Parks Maintenance Division is clearly the most frequent user of these services. For the past several years, the division has been using this Blue Ash company for various areas needing to be mowed, including examples such as City-maintained areas near the airport; at Peppermill/Reed Hartman; and along Plainfield, Carver, Osborne Boulevard, etc.

The Division has been very satisfied with the services provided by this company. Brickman was selected after successfully going through an informal request for quotations process last year, with that process requesting quotes from vendors for services provided last year and this year).

Please direct questions regarding this ordinance to the Parks & Recreation Director.