



## Quarterly News & Updates

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### Featured Business



Fanatics, Inc. is the global leader of officially licensed sports merchandise and the creation of e-commerce visionary and former chairman and CEO of GSI Commerce, Michael Rubin. Fanatics prides itself on being the brand of the fan, offering the widest assortment of unique products across all leagues and teams, college and pro, for both North America-based and international sports. Fanatics, while running its own websites also partners with hundreds of leagues and teams worldwide, running sites and fulfilling product for the NFL, NBA, MLB, NHL, MLS, Browns, Bengals, Knicks, Chicago Fire, Manchester City, Bama, Texas Longhorns, Ohio University, and the Cincinnati Bearcats to name only a few.

Fanatics started within GSI with Rubin's e-commerce deal with NASCAR in 2002. In 2011, Rubin bought a Florida-based sports e-commerce business called Fanatics that included two brick-and-mortar stores in Jacksonville, Fla., and rolled it into GSI. That same year, Rubin sold GSI to eBay for \$2.4 billion and bought back the sports e-commerce part of the business. By then the brand included online stores for all the North American sports leagues and hundreds of teams and colleges. Rubin kept the name Fanatics for the new company.

Over the past several years Fanatics has evolved from a domestic e-commerce company into a new breed of retailer – part tech company, part manufacturer, part logistics company, part wholesaler and part e-commerce expert – by putting more of an emphasis on manufacturing, omnichannel retail, data and technology.

Fanatics went global in 2016, acquiring UK-based online retailer Kitbag to begin its foray into the global football (soccer) landscape, while also offering easy access to a wide assortment of North American-based sports apparel to fans worldwide. Since then, Fanatics has expanded its international vertical-commerce (V-Commerce) model globally, opening offices, fulfillment centers and manufacturing hubs in Canada, Germany, Honduras, Hong Kong, India, Japan and Spain.

One of the company's largest fulfillment centers is based in Frazeytsburg, Ohio and spans more than 500K SF, featuring sports merchandise, hard goods and apparel for hundreds of pro and college teams. During the company's Peak season (Thanksgiving through Christmas) more than 2,200 employees are hired to meet the demand of the busy holiday season, in addition to the ~350 full-time employees.

To keep up with the company's tremendous growth and accelerate its scale, in May 2017 Fanatics acquired sports apparel company, Majestic, greatly expanding manufacturing, distribution and wholesale capabilities worldwide. Later in 2017, Fanatics closed a \$1 billion funding round led by SoftBank's Vision Fund, the largest tech fund in history. The funding round also included significant investments from the NFL, MLB, NHL, MLS and NFLPA.

Fanatics consumers are digitally-savvy and have a phone-first purchasing mentality, allowing them instant access to express passion for their favorite teams and players through real-time merchandise in today's on-demand world. Women's apparel is one of the company's fastest growing categories.

The company was most recently valued at \$4.5B and reported revenues of over \$2.3B in 2018. Fanatics is committed to making an impact and giving back to the communities in which we live and operate through a variety of philanthropic efforts that directly support nonprofit organizations. Locally Fanatics supports local EMS, the Fieldhouse, local high schools, the Carr Cake Center Auction, Festival of Trees, local benefits, and was recognized with Coshocton County's 2019 Employer Award for its partnership with Hopewell Industries for the environment Fanatics creates for their clients with DD.



Fanatics Warehouse



Coshocton DD 2019  
Employer Award



Fanatics Warehouse



We would like to welcome AMG Vanadium to Muskingum County and the Eastpointe Business Park. The facility will create approximately 100 new production and management jobs in addition to 500-600 temporary jobs during construction. As previously announced, the new plant will be financed with the proceeds from the sale of up to \$350 million tax exempt bonds to be issued by the Ohio Air Quality Development Authority (OAQDA). AMG Vanadium's headquarters will remain in Cambridge, Ohio, in neighboring Guernsey County.

"We are excited to double our presence – and our production – in Southeast Ohio," said AMG Vanadium President Hoy E. Frakes, Jr. "By expanding within the vicinity of our existing headquarters in Cambridge, we will be able to capitalize on the synergies between the two plants and continue to tap into the talent and work ethic of the people of this region. We are moving forward on this project thanks to the support we have received from the State of Ohio, Muskingum and Guernsey Counties, and all of our public and private sector partners."

"June 19<sup>th</sup>, 2019 is a day that many of us will remember for a long time in Muskingum County", said Cindy Cameron, President of the Muskingum County Commissioners. "With Matt Abbott and Amy Young at the Port Authority, the County Commissioners, the Mayor, and the Washington Township Trustees, we were fortunate to welcome AMG to Eastpointe Business Park and to our community."

"This is a great day for Muskingum County. We are excited to welcome AMG Vanadium to the Eastpointe Business Park," said Matt Abbott, Executive Director of the Zanesville Muskingum County Port Authority. "They have a proven track record in our region of being an excellent, community oriented employer that will benefit our community for years to come."



Hoy Frakes, President  
AMG Vanadium



Cindy Cameron, President  
Musk. County Commissioners



Matt Abbott, Executive Director  
ZMCPA



## **Featured Building** **East Pike Industrial Building**



This 40,000 SF building is located just minutes off of I-70 in eastern Muskingum County. Included in the square footage is 8,000 SF of office space. There is approximately 0.5 acre fenced and gated. All utilities are in place and the entire building is sprinklered.

Perfect for industrial, distribution, manufacturing, or R&D. The Zanesville Municipal Airport is located only 3 miles to the east, offering two 5,000' runways and ILS. Excellent location for any business looking to take advantage of I-70 access. For additional information and a printable fact sheet, click [here.](#)



**\*\* DID YOU KNOW? \*\***

**Zanesville and Muskingum County are located within ONE DAY'S truck drive of about 60% of the U.S. population. This means we are well positioned to serve the population centers of both the East Coast and the Midwest.**



## Port Authority News



### **Port Authority Recognized**

The Zanesville Muskingum County Port Authority was awarded 2019 Best Real Estate Project at the First Annual APEG/API Annual Meeting on June 25 in Cambridge, Ohio. The award was presented for the creation of the National Road Business Park, Muskingum County's fourth business park, located in Perry Township. The 203 acre Park is slated to begin preliminary site development in 2020. Click [here](#) to learn more about APEG.



**The results of the Zanesville-Muskingum County Chamber of Commerce Wage and Benefit Survey have been compiled and can be accessed by clicking the link below. The password is [zmchamber2019](#).**

**Link to wage and benefit survey**  
**[2019 Wage & Benefit Survey](#)**

This survey is very valuable to businesses in the community, including yours. It provides local information that aids in planning and budgeting, and it is a key business development tool.

The survey was sponsored by the Chamber's [Muskingum Growth Partnership](#), the

Muskingum Valley Human Resources Management Association, and the Port Authority. The results were compiled by Evans & Associates, a human resources consulting firm based in Zanesville.

If you have additional questions, please email Chamber of Commerce President Dana Matz at [dmatz@zmchamber.com](mailto:dmatz@zmchamber.com).



## Special Thanks!

We would like to recognize and thank **Port Authority Board Member Randy Coconis**, members of his family, **Bo, Chad, and Shannon Coconis**, and **Coconis Furniture** for their generous contributions to our community over the past months.

On June 3, the Annual **Tee It Up Fore Autism** Fundraiser was held at the Zanesville Country Club, raising \$75,000 for the National Autism Foundation - 90% of which remains in Muskingum County.

Also during the month of June, Coconis Furniture is partnering with the Muskingum Valley Red Cross to collect monetary donations for those in need following the recent tornadoes in Ohio. The tornado in Roseville was one of 21 to touch down across Ohio on May 27. Coconis Furniture will match the dollar amount of the donations they compile at each store.