

Yellow Springs Together **2009 Cooperative Marketing Plan**

Thank You! The Chamber, with the support of the business and non-profit community had great success in 2008 pooling funds to create a Cooperative Marketing Plan to promote the Yellow Springs' area and events. Participation in the campaign raised nearly \$30,000. We would like to thank our 30 partners who participated in the Plan last year.

With input from our members and with the help of media and marketing consultant Kathy Kralovic, we have dramatically improved the Plan by broadening the scope of our media mix while at the same time focusing the advertising for the best frequency and reach. We've also simplified the participation level, provided levels that are achievable for nearly everyone and offered more specific benefits for each level.

Our goal this year is \$37,500, a 20% increase from last year. The Chamber will again contribute \$10,000 to the Plan and we're looking for member support at a level that meets your ability and needs. This relatively small investment is an incredible value because the collective fund allows us to leverage those dollars into a much larger scope than anyone could do individually. To recognize and reward those supporting our efforts, only Plan participants will be mentioned in any of the advertising or promotional materials.

We will be marketing Yellow Springs as a destination with a myriad of activities and attractions. There will be a strong focus on events based on research that shows that "...a community that attracts cultural tourists stands to harness significant economic rewards." (Americans for the Arts, 2007). As we market events, we will also be marketing Yellow Springs as a place for shopping, dining, arts and recreation.

The goal of the Chamber Marketing Plan is to attract visitors to Yellow Springs recognizing that if we get people here, they will be likely to find your individual businesses. Participants in the plan are encouraged to use successful in-town marketing ideas for attracting customers to your business and to collaborate with other businesses and organizations to provide an even broader experience for visitors.

2009 Plan Participation Levels

Marketing Partner Level-\$1200-Best value for your investment

- Print ad and web sponsorship for a key weekend event. (see schedule below).
- Business logo anchors every print and web ad for that weekend.
- Advertising on one side of a pocket stuffer flyer distributed in 20+ Columbus and Cincinnati attractions. The main side will match the event ad.
- All benefits of the Contributor and Supporter Levels.

Marketing Supporter Level-\$600

- Business name in a unique "frame" in every ad and flyer.
- Hot Topic placement on DaytonDailyNews.com.
- Inclusion in special advertising opportunities.
- All benefits of the Contributor Level.

Marketing Contributor Level-\$300

- Feature placement in the new Yellow Springs E-Zine.
- Specific mention if there is a distinctive event/offer to advertise.
- Value-added opportunities from many of our media outlets.

2009 Advertising Schedule

These dates include key signature events like Street Fair and 3rd Friday weekends around which there is an entire schedule of associated weekend activities. Only dates in black type remain available for sponsorship as described above for the Marketing Partner Level.

<u>Events</u>	<u>Dates</u>	<u>Promotional Opportunity</u>
Bike the Springs	5/15-17	Bike Race, Yard Sale, Shopping
Street Fairs	6/13, 10/10	Sponsorships *
Summer in the Springs	6/19-21, 7/3-5, 7/17-19 8/8-10, 8/21-23	Arts Events, Shopping, Day & Weekend Trips
Fall Fling Weekends	9/18-20, 10/16-18	Harvest, Arts Events, Weekend trips
Holiday in the Springs	11/21-22, 12/5-7, 12/18-20	Shopping, Events, Arts

* Street Fairs offer additional sponsorship opportunities but because of the scope of Street Fair, there are also some limitations. At the Marketing Partner Level, you get logo placement in all Street Fair ads and flyers. There are also opportunities to be a feature sponsor; i.e. sponsorship of the Street Fair Shuttle.

Media Options

1. News and Alternative Press - 45% of fund. We have negotiated excellent ad rates with local and regional publications including Dayton Daily News GO, ActiveDayton, Dayton City Paper, The Other Paper in Columbus, Cincinnati City Beat and our own Yellow Springs News. Ads will also be selectively placed in Brown Publishing (Beavercreek Current, Xenia Gazette, etc.), Oakwood Register and others as opportunities arise.

2. Radio - 15% of fund. The Plan will include generous placement of spots on WYSO and with their help in getting reduced rates, WCBE in Columbus.

3. Web - 30% of fund. Create presence on FaceBook, MySpace and Twitter and include local events in important web calendars. Create e-mail newsletters for participants to send to constituents. We are also developing a Holiday e-magazine to highlight events and partner products. Participate in Excursion 68, a new website partnership with Springfield and Urbana to promote the region as a destination.

4. Event Flyers - 10% of fund. We will have all 13 events advertised in 20+ locations in Columbus and Cincinnati. These two-sided one-third page pocket stuffers.

Administration and Evaluation of the Plan

- The Yellow Springs Chamber of Commerce will administer the Plan
- Kathy Kralovic will offer advice and negotiate media buys.
- Be flexible and reactive to opportunities for improvements during the year.
- Assess changing situations and make modifications if possible.
- Conduct periodic evaluation with surveys and other tools
- Assess the plan formally. Plan participants must assist.

Join Now!

Remember that for us to achieve our goal of attracting visitors to Yellow Springs we must have broad participation in the Marketing Plan. We are asking that everyone join in NOW at whatever level is comfortable. You can increase your level at a later date if you'd like. Payment can be made in full with submission of the agreement or in three installments with 1/3 with agreement submission, 1/3 on July 1, 2009 and the final installment due October 1, 2009.

For more information, contact the Chamber at 937.767.2686 or email kwintrow@yellowspringsohio.org.