

2011 Annual Report

The Chamber of Commerce is pleased to report that the business climate in Yellow Springs remains solid with significant expansions for some, steady growth for many and sustainable revenues for most; positive signs in the current fragile economy.

Without question, the most significant business news of the year was the acquisition of YSI by ITT, followed by being moved to the Analytics Unit of a new independent public company spun off from ITT called Xylem. The YSI name will remain with "A Xylem Brand" added. The good news is that not only will the company remain in Yellow Springs but they plan to grow here adding sales, service and operations personnel.

Another major development in 2011 was the move of eHealth Data Solutions to beautiful new offices in the Creative Memories building to allow for increased staff and to create a larger space to welcome current and potential clients. The development of the eHDS space created the opportunity for Antioch University to move into the adjacent space in the building in 2012.

Friends Care Community (FCC) saw a dramatic expansion of services with their new Short Term Skilled Rehabilitation Center. With 16 private rooms, state-of-the-art equipment, a cafe and WiFi, FCC can offer post-hospital inpatient and also outpatient therapy.

WYSO began work on new studios in the Kettering Building in anticipation of moving operations out of the basement into a much larger and more functional space. They're also in the process of getting a power increase that will expand their signal in the Miami Valley.

At Millworks Business Center, S&G Artisan Distillery opened a liqueur production facility. Tenant Enviroflight is undergoing dramatic expansion with new customers and technology. Office and production space remains for a business startup or one looking to relocate.

Downtown also saw some changes starting with new owners for EcoMental. Heaven on Earth Emporium opened in Kieth's Alley and Springs Gallery and Springs Survival opened in Kings Yard. One couple opened two stores, Twisted Tines in the old Hasser space and Artistic Silver on Dayton St. Also on Dayton St., Brother Bear's became Spirited Goat Coffee House. Finally, kids of all ages were happy to see Blokhedz Novelty Building Toys open on Dayton St. with retail, kid's birthday party venue as well as production and distribution of Lego accessories.

Lodging expanded as Grinnell Mill opened under new management and two new B&B's began operation, Glen House Inn on Grinnell Circle and Willow's Nest on Phillips St.

On the educational front, Antioch College greeted 35 enthusiastic students with their opening in October, the first students on campus since the closure in June, 2008. With the new students came expansion of administration, faculty and staff; renovation of facilities and integration into the community with Miller Fellow interns working with local non-profits thanks to funding from the Yellow Springs Community Foundation.

The Chamber has been involved directly or indirectly in all of these business activities. We are often the first point of contact for individuals considering a new business opportunity in Yellow Springs and we are a partner with the Village and other organizations in providing information, support and encouragement for business growth and retention.

Beyond our business support function, the Chamber acts as a Visitor's Bureau taking phone and personal inquiries, directing visitors to local attractions, distributing information packets to visitors and potential new residents and responding to media inquiries. With our location in the Yellow Springs Station, the Chamber has thousands of interactions every year with visitors, businesses and potential new residents. The Greene County Convention and Visitor's Bureau supports those efforts with an annual grant as well as by promoting Yellow Springs on its website and through advertising in regional, state and national travel publications.

Continuing our award-winning tradition, Yellow Springs was part of the Rand McNally/USA Today Best of the Road competition with five other cities vying for "Most Fun Town". The last week in July, we were visited by Traveling Jules & Joan, a mother-daughter team and the Best of the Road film crew. With the cooperation of local businesses, attractions and performers, we were able to pull together lodging, a full itinerary of activities and a street party in a week. This was truly Yellow Springs coming together to show the world what we're all about. Jules, Joan and the crew loved their visit and left us with great written and video documentation but alas, Glenwood Springs, Colorado was selected as the Most Fun Town.

The popularity of Yellow Springs as a destination continues to grow, we believe in large part because of the work of the Chamber to promote Yellow Springs. A walk-able downtown with delightful shops, wonderful restaurants and some of the best people-watching around; Glen Helen and the Little Miami Trail prove year after year to be attractions that draw thousands. Events have become a major draw giving visitors a reason to spend the day or the weekend. Collaboration with Yellow Springs Arts Council, YS Kid's Playhouse, Artist Studio Tour and other businesses and organizations have created new events and expanded existing events.

In the fourth year, Weekend Flings continue to grow in popularity as local organizations schedule special events on those weekends knowing that there are valuable promotional opportunities through the Chamber Marketing Plan.

The Dayton Street Alliance, headed by Bob Swaney and Mindy Harney was even more active in 2011. In its 2nd year, the Dayton Street Cirque Carnival is fast becoming a signature Yellow Springs event. This year saw more vendors; more entertainment including YSKP performing songs from their summer production and aerialists performing intricate routines; and many more attendees. The Alliance was also responsible for pulling together the Best of the Road Street Party at 100 Corry Art Park including popular local musicians Wheels and The

Undercovered. The focus was on Dayton and Corry St. again for the 3rd Annual Zombie Walk on October 22 and 2nd Annual Yelloween and Monster's Ball the following weekend. New this year was the Cyclops Festival created by the owners of Urban Handmade and Basho Apparel with the co-sponsorship of WYSO, Dayton City Paper and the Chamber. With the theme of "handmade goods, music, culture and DIY wonderfulness" Cyclops attracted a hip, younger crowd interested in saving resources with recycled and repurposed goods.

Starting the weekend after Labor Day and ending with *Yelloween*, fall rivals summer in the number of visitors with the opportunity for beautiful hikes in the Glen, harvest activities at our local farms like Young's Dairy, Flying Mouse Farms, Peifer Orchard and the arts showcased during the Friday Art Stroll and two-day Artist Studio Tour.

The year culminated with Holiday in the Springs from the 3rd Weekend in November through the New Year's Eve Ball Drop. This year our members strongly supported the Marketing Plan for the holidays and we were able to advertise every weekend, bringing more shoppers to town earlier than usual for a positive holiday season for downtown businesses.

Another critical service provided by the Chamber is to design and print Visitor's Guides, 20,000 of which were distributed in 2011 and a newly created Residential Relocation brochure to provide a resource to anyone looking to move to Yellow Springs. Not only do we keep these materials in stock and displayed in Yellow Springs Station, we also distribute them to the Greene County CVB, at Young's Dairy and at other locations locally and regionally. Yellow Springs Station is also a location where members are invited to display brochures and flyers.

All of this work is accomplished by the Chamber staff with the help and support of the Chamber Board. Karen Wintrow, the Chamber Executive Director began her 5th year in 2011. Marketing and Events Coordinator Holly Simpson is in her 2nd year and is taking Street Fair to the next level by increasing efficiency and improving quality. Part time staff in 2011 included Stephanie Elsass and Anthony Pettiford, a local college student. Susan Gartner is also a valuable staff resource keeping our events calendar updated and full of important information.

Street Fair

Yellow Springs Street Fair is the premier event for the Chamber and the community, bringing tens of thousands of visitors on the 2nd Saturdays in June and October. Recognizing the eclectic nature of Street Fair, Ohio Magazine named it *Best Place to People Watch* in their January issue.

Street Fair is an economic boom for downtown shops and restaurants, often the most profitable days of the year. Local artisans and other vendors find Street Fair an excellent venue to sell their goods and services. Non-profit organizations use Street Fair as a venue for fundraising and awareness at vendor booths and also doing paid parking. The Yellow Springs Exempted School District generously shares their front lawn along Walnut St. for food vendors and the Yellow Springs High School parking lot for shuttle parking.

2011 was our second year for sponsorships with Antioch University Midwest, Wagner Subaru and WesBanco as our lead sponsors. Christine and Don Beard of Peach's Grill coordinate the Music Festival and Beer Garden. Jackson Lytle & Lewis hosts the food tent and acoustic stage at

their location. Media Sponsors were WYSO, Dayton City Paper, The Other Paper (Columbus) and City Beat (Cincinnati). The free shuttle service with remote parking at Young's Dairy and Yellow Springs High School has removed many cars from residential streets and helped to relieve the congestion of hundreds of cars traveling through town.

The Chamber continues to refine and improve Street Fair to make it a more enjoyable event for attendees and to showcase the community. We want our guests to remember their experience and return often and we want local businesses and organizations to benefit. Finally, it is important to note that it is only because of the incredible cooperation and service of the Village of Yellow Springs that this event is as successful as it is for the Chamber and the community.

Destination Yellow Springs Marketing Plan

The Cooperative Marketing Plan started in 2008 continued in 2011 with several refinements. The Plan combines resources into a single fund to allow for the development of a coordinated advertising plan to expand the reach of our communications. In 2011, 55 participants invested from \$100 to \$2500 for a total budget of \$30,000; \$5,000 of which came from the Chamber. Participants in the plan came from all areas of business including retailers, small and large business, arts and non-profit organizations, educational institutions, hospitality, and professional service providers.

Marketing efforts in 2011 included a range of media, an expanded use of social media and strong public relations. Advertising continued to be events-focused: twelve Weekend Flings, two Street Fairs, AACW Blues Fest, Artist Studio Tour and Holiday in the Springs, this year with holiday advertising every weekend.

Facebook continued to grow in 2011 with nearly 22,000 fans by the end of 2011. We make daily posts about events, our marketing partners and stories of Village life.

Print advertising was targeted to publications that fit our demographics including Yellow Springs News, Active Dayton, Oakwood Register, Columbus Other Paper and Cincinnati City Beat. The monthly Destination Yellow Springs 4-page insert with ads and story content continued in the Dayton City Paper. Also, the Chamber printed and distributed thousands of event flyers locally, regionally and in visitor and relocation packets.

WYSO continued as our radio partner and a Street Fair sponsor. This year included a television campaign with Think TV for Street Fair, Artist Studio Tour and Holiday in the Springs.

The website remains one of the best tools for communicating information about events and activities in Yellow Springs. Tracking recent web statistics shows heavy use of the website with the home page and event calendar the most visited pages. The website is one of our most important marketing tools supplemented by the Facebook page for the more timely content.

Supporting Economic Development with Strong Relationships

The Chamber plays a strong role in local and regional business retention, expansion and attraction efforts and maintains contacts with all regional economic development agencies.

Locally, we assisted Community Resources (CR) as they began the process of marketing the Center for Business and Education by organizing a brainstorming session with the Marketing Department of Cox Media to create an appropriate name. We've also maintained strong ties with CR through ex officio representation on our Board and joint meetings.

The Chamber is also a member of the Village's Economic Sustainability Commission (ESC) tasked to work with Village staff and Council to support local businesses and our economy. In 2011, the ESC focused on the development of an Economic Sustainability Plan that will provide a road map to help local businesses succeed and grow and to attract new businesses.

Developing tighter connections with regional economic development organizations continued in 2011 with the Executive Director involved in several endeavors including the Greene County Economic Development Council with community leaders from every community in the county. She also represented Yellow Springs as a member of the Greene County Convention and Visitor's Bureau board. And the Greene County Chamber Executive Directors meet quarterly to share strategies for improving Chamber operations and member services.

Under a new governor, economic development in the State of Ohio was totally revamped in 2011 with a new organization called JobsOhio in charge of financial incentives and the Department of Development re-organized to be more user-friendly. In our region, the Dayton Development Coalition is the lead organization for JobsOhio and the Chamber maintains a strong relationship with that organization.

Chamber Membership

Membership in the Yellow Springs Chamber increased in 2011 to 326. A total of 56 businesses and organizations became new members in 2011. The Membership Committee again did an incredible job of new member recruitment even recruiting as far away as Harbour Island, Bahamas with Chef Neff's Getaway Rentals.

The Chamber continued to focus member events on education and networking. Educational topics included Chamber Benefits, Energy Efficiency programs from Vectren & Yellow Springs, Infintech Credit Card Processing, Cox Media Advertising, Small Business Financing and new developments at Wright Patterson Air Force Base. Business After Hours hosts in 2011 were the Greene County Career Center, Village Artisans, Antioch College and Brandeberry Winery.

Membership in the Yellow Springs Chamber offers broad-based discounts on goods and services and provides access to low cost and no-cost employee benefits. The financial benefits alone will more than cover the cost of Chamber membership and the ability to offer no cost employee incentives is invaluable for employee attraction and retention.

The Chamber is a member of the Southern Ohio Chamber Alliance (SOCA), a consortium of smaller Chambers in the region. Through SOCA, we can offer the following discount programs to our members: United Health Care group health insurance; Superior Dental insurance; Hunter Consulting Worker's Compensation group rating program; Cintas Document Shredding; Infintech credit card processing; Training for Chambers; and vision, prescription drug and hearing aid cards. These discount programs support local businesses rather than taking dollars

out of the community because they are accepted at the following local Chamber member businesses: EyeMed by Greene County Eye Care and prescription card by Town Drug.

Additional discount benefits that the Chamber has coordinated include Office Depot, Constant Contact and Cox Media Group. And several local members have also extended special discounts and offers to Chamber members. Local participants include: Curves, Jeanette Hubbuch LMT, Moore Than Massage, Arthur Morgan House Bed & Breakfast, Southtown Heating & Cooling, Yoga Springs Studios and WesBanco with their Perks at Work program.

Being a partner in the Chamber benefits program has a positive impact on participating businesses. Direct benefits include promotion of the business on the Chamber website and in membership packets as well as access to hundreds of potential loyal customers, providing a financial benefit to your fellow Chamber members and helping to sustain Chamber operations.

2012 Plans and Programs

The Chamber first and foremost is an organization to support the businesses of Yellow Springs. Our mission statement best illustrates this: *The mission of the Yellow Springs Chamber of Commerce is to promote economic development and maintain and improve the prosperity of its member businesses and organizations, thereby improving the quality of life in the Yellow Springs area community.*

The Membership Committee has identified as one of their goals for the year to expand member benefits. By providing our members discounted services and employee benefit programs, we help their bottom line and enhance employee attraction and retention. We ask our members to consider partnering with the Chamber by joining the benefits program.

In addition to the Membership Committee, the Board has reactivated the Marketing Committee to advise staff on new projects, brand consistency and the overall direction of the Marketing Plan. Yellow Springs United, the merchant/destination group that meets monthly while not directly a Chamber committee, the meetings provide valuable input to the Chamber and increase collaborative opportunities between local businesses and organizations. In response to feedback from the Yellow Springs United meetings, the Chamber is exploring a website conversion to a content management system to allow for easy development of a mobile website that could then be expanded to a Yellow Springs app.

Member education continues as a priority. Chamber Chats and Success Seminars will provide in-depth workshops, using the computer labs at Antioch University Midwest for hands-on Facebook tutorials and featuring experts for other topics like merchandising. A highlight in 2012 is a half-day tour of Wright Patterson Air Force Base in May. Networking events will focus on regional as well as local connections. In February, we co-hosted a Business After Hours with the Dayton Hispanic Chamber. Other events include tours of the new Rehab Center at Friends Care Community, Millworks Business Center and Soin Medical Center. The year will end with a celebration at Brandeberry Winery. Weekly ChamberNews publications include regional seminars and professional development opportunities of interest to our members.

As the attached financial report indicates, the Chamber is presenting a budget that finally shows some reserves in 2012. We did increase membership investment rates in 2012 and also hope to increase membership revenue with expanded numbers. Sponsorships are another strategy to increase revenue, including the Annual Meeting and Street Fair, which can attract regional support also. Finally, Street Fair fees were increased.

The Destination Yellow Springs Co-op Marketing Plan will continue in its fifth year. Weekend Flings will have a cohesive theme, expanded events and stronger community partnerships. Attracting folks to play, live and work in Yellow Springs will be at the heart of all of our efforts.

The Village of Yellow Springs will be introducing their Economic Sustainability Plan in 2012 so we will take part in communicating the Plan to our members and participating in the execution of the strategies in the Plan. Also, the Chamber will interface in the re-write of the Zoning Code to ensure that it is business-friendly and that our members provide input.

Already in 2012

To improve communication and expand the opportunities for collaboration, the Chamber has expanded ex officio representation on the Board. In addition to current ex officio reps from Community Resources, Yellow Springs Arts Council and Wright Patterson Air Force Base, we added representatives from Yellow Springs Schools and the Greene County Career Center. In addition, the Executive Director serves on the Greene County Career Center's Business Advisory Council and on the strategy team for Priority 4 Funding for the Future, part of the Yellow Springs Schools 2020 Strategic Plan.

In response to a desire to attract visitors during the lean winter months, the Chamber collaborated with local establishments to host two pub crawls. The *Cajun Invasion Pub Crawl* held on the Friday before Mardi Gras brought many visitors to town for special food and drink offerings and their own limited edition tee from Basho. We're doing it again for St. Patrick's Day on March 17 with the *Shamrocks & Shenanigans Pub Crawl* focused on spending the day shopping as folks move between the participating businesses.

The Chamber also worked with Yellow Springs Arts Council to promote their new Valentine's event, *Yellow Springs Love In* with the message of Peace, Love and Music. That collaboration will continue in April with the *eARTh Day Experience* combining Earth Day events at Glen Helen with a downtown art stroll, a Manabigama Kiln Lighting and a music fest.

A major business development this year is the purchase of majority ownership of Servlet Internet Services by a small group led by local business owner Roi Qualls as former owner Bruce Cornett moves toward retirement in Panama. As the provider of web consulting and internet services to the Chamber, Village and many other businesses and individuals in and around Yellow Springs, Servlet promises that the existing high-quality service will continue but that new ownership will allow for expansion of those services with the potential to develop new services and expand beyond their current geographic footprint.

Prepared by:

Karen Wintrow, Executive Director, Yellow Springs Chamber of Commerce

Holly Simpson, Marketing & Events Coordinator, Yellow Springs Chamber of Commerce
Dan Young, President, Yellow Springs Chamber of Commerce Board of Directors

2011/2012 Financial Report

2011 Highlights

The Chamber came close to our goal of ending the year in the black but unfortunately found ourselves with a \$637 budget shortfall which while not as good as was hoped, was much better than the shortfall of \$9579 in 2010. Income was over budget projections by \$4670 with the increase a result of increased Street Fair fees and sponsorships.

The budget shortfall again resulted from larger than expected expenses, primarily connected to our promotional activities including two printings of the Visitor's Guide; Holiday in the Springs activities like carriage rides, Train Station decorations and Santa; and the Marketing Plan. Expenses for Street Fair were significantly under budget.

The Chamber began accepting credit cards in 2011 for membership and in 2012 will extend that to the Marketing Plan. The online application makes the process very easy and the information is forwarded immediately to the Chamber so we're able to easily track the activity as it happens.

The Marketing Plan receipts in 2011 totaled \$21,060 plus the Chamber contribution of \$5,000. Expenses for the marketing fund were \$26,207 placing the Fund at break even as is planned.

Even with the budget shortfall, the budget is balanced in the short term with reserve funds but this remains an unsustainable position that must be reversed.

2012 Budget

For 2012, we are presenting a more aggressive budget in terms of revenues hoping to end the year with a \$3000 surplus with both income and expenditures increased.

After maintaining membership rates for two years, we recognized the need to raise rates to account for the increased level of service and benefits we are providing to our members and simply to keep in line with increasing costs. Even with this increase, membership rates remain much lower than others in the area because of the large revenue stream from Street Fair. We are again increasing booth fees but the value for locals remains as we charge them half the price and provide additional discounts to non-profits and Chamber members.

The Chamber is continuing its commitment to member and visitor services with a full-time Executive Director, Marketing and Events Coordinator and weekend office staff. The Chamber has increased their commitment of staff time to administer the Marketing Plan including ad buys, social media management and development of all promotional pieces. All Marketing Plan income is spent on advertising and printing expenses for the Marketing Plan.

Respectfully Submitted

Dan Young, Treasurer 2011

Roger Reynolds, Treasurer 2012

2012 Board of Directors

Dan Young - President; Lifelong resident and promoter of the Yellow Springs area and Chief Ice Cream Dipper of Young's Jersey Dairy. Serving 3rd term beginning in 2011.

Elise Click - Vice President; Banking Center Manager, WesBanco Bank, CRA Chair for WesBanco Springfield/Dayton Region. Serving 3rd term beginning in 2012.

Roger Reynolds – Treasurer; Retired Executive Director of AF Security Assistance Center. Adjunct Faculty at the UD. Active in local non-profits. Serving 2nd term beginning in 2011.

Susan Miller – Secretary; Employed 24 years at YSI, most recently as President of the YSI Foundation. 45 year resident of Yellow Springs. Serving 2nd term beginning in 2010.

Sheila Dunphy-Pallotta – More than 20 years of consultative sales and marketing. Realtor with Dunphy Real Estate and co-owner of Dino's Cappuccinos. Serving 1st term beginning in 2012.

Randy Gifford – An agent at Reichley Insurance since 1988. Partner in the corporation that manages Grinnell Mill B&B/Museum. Serving 1st term beginning in 2012.

Mindy Harney - Co-Owner of Brother Bear's Coffee and Funky Bean Productions. Also involved in event and music promotions. Serving 1st term beginning in 2011.

Lisa Goldberg - Owner of Lisa Goldberg Ceramics. Organizes the annual Artist Studio Tour that takes art patrons to studios around the village. Serving 2nd term beginning in 2011.

Lee Kibblewhite – Owner of Asanda Imports with wife Molly Lunde, an independent buyer and retailer of goods from Thailand and Indonesia. Serving 1st term beginning in 2012.

Craig Measure – Owner of Burly Man Cleaning, LLC., as well as a Realtor associated with Coldwell Banker Heritage Realtors – Beaver Creek office. Serving 1st term beginning in 2012.

Ex-Officio Members

Mario Basora – Superintendent, Yellow Springs Exempted School District (YS Schools)

Dave Boyer - Chief, Readiness Br, Logistics Readiness Div., 88th Air Base Wing (WPAFB)

Nick Gaskins –Bing Design (Yellow Springs Arts Council)

Rick Kristensen – Chris K/Remax Victory Realty (Community Resources)

Dan Schroer – Superintendent, Greene County Career Center (GCCC)

THANK YOU to outgoing Board Members for serving the Chamber:

Jacki Mayer (6 years)

Dave Boyer (4 years)

Kim Horton (1 year)

Rick Kristensen (2 years)

Benjamin Smith (4 years)

2011 Marketing Plan Participants

Premier Level - \$2500

Greene County Career Center
Young's Jersey Dairy
Village of Yellow Springs

Destination Business Level - \$600

Arthur Morgan House B&B
Brandeberry Winery
Current Cuisine
Ertel Publishing
Baldwin Properties (Kings Yard)

Budget Level - \$300

Brother Bear's Café
Corner Cone
Glen House Inn
Jailhouse Suites
John Bryan Community Pottery
Village Artisans
"would you, could you" In A Frame
Yellow Springs Pottery

Supporter Level - \$150

Chamber Music Yellow Springs
Curves
Dark Star Books & Comics
Emporium
For Quilts Sake
Grinnell Mill
Jeanette Hubbuch LMT
Miami Valley Pottery
Village Guesthouse

Street Fair Sponsors

Key Sponsors:

Antioch University Midwest
WesBanco
Wagner Subaru

Partnering Sponsors:

Peach's Grill
Young's Dairy
Jackson Lytle Lewis
Yellow Springs Schools

Champion Level - \$1200

Peach's Grill
Springs Motel
WYSO

Destination Non-Profit Level - \$450

Glen Helen Association/GHEI
Little Art Theatre
Yellow Springs Artist Studio Tour

Holiday in the Springs - \$100

Asanda Imports
Blokhedz
Bonadies Glasstudio
Brother Bear's Cafe
Dancing Goats Coffee House
Design Sleep
Dino's Cappuccinos
Dunphy Real Estate
Ecomental
Jennifer's Touch
Kismet
No Common Scents
Ohio Silver
Pangaea
Sam & Eddies Open Books
Springs Gallery
Tibet Bazaar
Toxic Beauty
Twisted Tines
Urban Handmade
Village Cyclery
Village Greenery
Ye Olde Trail Tavern
YS Kids Playhouse

Media Sponsors:

WYSO
Dayton City Paper
The Other Paper