

2010 / 2011 Annual Report to the Membership



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www.YellowSpringsOhio.org

2011 Annual Meeting Supporters

Platinum Sponsor

Greene County Career Center

Gold Sponsor

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WYSO

Door Prize Donors

- Antioch College – t-shirt, (2) sweatshirts, (2) hats, (2) travel mugs, water bottle, diary
- Antioch College Office of Advancement (Sam Eckenrode) - 2011 Glen Helen calendar
- Antioch University Midwest - Gift bag
- Arthur Morgan House B&B - Zulu Beaded Bat
- Brother Bear's Coffee - Gift Certificate
- Current Cuisine – (2) \$20 Gift Certificates
- Curves of Yellow Springs – 1 year Membership and Travel Mug, Value \$50
- Ertel Publishing - Publication Packet
- Greene County Convention and Visitor's Bureau - Gift Basket
- Gunch Press - Advertising on Yellow Springs Blog
- Little Art Theatre – (2) pairs of Tickets, Value \$15 each pair
- LifeLine Screening – (4) \$60 Value Health Screenings
- Moore Than Massage - 90 minute Shiatsu Massage (Value \$85)
- No Common Scents – Gift Certificate
- Reichley Insurance/Randy Gifford – (2) \$20 Gift Certificates Emporium, \$20 Gift Certificate Williams Eatery, \$20 Gift Certificate Asanda Imports, \$20 Gift Certificate Sam & Eddies Open Books; Laptop Bag
- Sam & Eddie's Open Books (Samantha and Miriam Eckenrode) - 2011 mini-wall calendar
- Springs Motel – I Home I-Pod Clock and Charger
- WesBanco - \$50 Visa Card
- WYSO - Promotional Items
- Young's Dairy – (2) \$10 Gift Cards; (2) \$26 Family Fun Passports
- YS Arts Council – (2) \$25 tickets Wellness VIP Cocktail Party with Dr. Sherry Wheaton
- YS Chamber – various books, t-shirts and etched glasses
- YS News - One-year subscription & Two-Hundred Years of Yellow Springs
- YSI – Waterman Pen

Wine Donations

- Emporium Wines
- The Chris K Group, RE/MAX Victory
- Ertel Publishing
- Millworks Business Center
- Village BP
- Young's Dairy

Appetizers

Tom's Market
Young's Dairy

Agenda

2011 Annual Meeting

February 17, 2011

6-6:30 pm Social Time
6:30 – 7:30 pm Buffet Dinner

7:30 pm Business Meeting

1. Welcome – Jacki Mayer
2. Introductions (all attendees give their name and business or organization)
3. Introduction of Chamber Board & Officers
4. Annual Report to the Membership – Jacki Mayer & Karen Wintrow
5. Finance Report – Elise Click
6. Plans for 2011 – Karen Wintrow
7. Door Prize Drawing

9:00 pm Adjournment

Thanks to all of you for attending and for your continued support of the Yellow Springs Chamber of Commerce.

Annual Dinner Sponsors

Platinum



Gold



Silver



Annual Report

2010 proved another great year for the Chamber and the entire community of Yellow Springs with regard to increasing recognition of Yellow Springs as a destination. The highlight was our selection in November, 2009 by Ohio Magazine as one of the Best Hometowns in Ohio for 2010 but there were several local, regional and national articles that brought attention our way.

Nobody can deny the popularity of Yellow Springs as a destination and the Chamber worked hard in 2010 to promote Yellow Springs locally and regionally. The Chamber is lucky to have a place that is so attractive to visitors, a walk-able downtown with delightful shops, wonderful restaurants and some of the best people-watching around. Glen Helen, our own 1000 acre woods beckons to those who want to relax in a beautiful setting or hike the 25 miles of trails. Nearby John Bryan State Park adds yet another destination for outdoor lovers.

At the Chamber we have the distinct pleasure of being in the heart of one of the top destination attractions for the community with our home in the Train Station on the Little Miami Scenic Bike Trail. Anyone who has worked in the office, whether as staff or a volunteer, can attest to the traffic we get on a daily basis from spring through the Holiday season. And for many hardy souls, the weather isn't even a factor.

Beyond the incredible physical attractions of Yellow Springs and Miami Township that bring visitors, events have been a major draw giving visitors a reason to spend the day or the weekend. Collaboration between the Chamber, Arts Council, YS Kid's Playhouse, Artist Studio Tour and many local businesses and organizations have resulted in the development of new events and the expansion of existing events.

In the third year, the 3rd Friday Flings became 3rd Weekend Flings in response to a request by downtown merchants who felt that visitors came to Friday Flings for the entertainment and food, not shopping. So we expanded the promotion to the entire weekend and focused the advertising, first and foremost, on Shopping and Dining in Yellow Springs. Local businesses and organizations continue to take advantage of the Fling brand and advertising by scheduling their own events and expanding to a weekend event only made the opportunity even greater.

One of the great new Fling collaborations was the Dayton Street Cirque Carnival, the brain child of Mindy Harney of Brother Bear's Café and Bob Swaney of Corner Cone, to draw visitors to Dayton St. The name is an apt description of the event that featured live music all night, vendor booths, shops open for business, food, fire dancing and fun.

The success of the Cirque encouraged the Dayton St. merchants to collaborate again for *Yelloween*, a special trick or treat celebration on Corry St. featuring a Mad Hatter's Tea Party and the Groove Prophets Alice in Wonderland musical extravaganza.

The Chamber again partnered with the Village, Miami Township Fire & Rescue and Greene County Sheriff's Office for the Tour the Township Road Race on the third weekend in May. Logistics and lack of participants combined for an unsuccessful Criterium this year but cycling events remain a focus for the Chamber in our Destination Yellow Springs marketing.

Summer in the Springs featured increasing numbers of visitors and events to attract them. In one of the broadest collaborations to date in Yellow Springs, the Yellow Springs Experience was a 10 day immersion in arts and culture in mid-July. Led by Yellow Springs Arts Council, this endeavor included the Chamber, Antioch College, Antioch University Midwest, Glen Helen, Antioch Writer's Workshop, Center for the Arts Steering Committee, Little Art Theatre, Tecumseh Land Trust, Non-Stop Institute, WYSO, Village of Yellow Springs, YS Kid's Playhouse and Yellow Springs News. Visitors came to enjoy workshops, lectures, performances, special events and just being in Yellow Springs in this program designed to bring the Chautauqua experience back to Yellow Springs.

Starting with the AACW Blues Fest held the weekend after Labor Day and ending with Halloween, 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 and 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. The Community Information Project of the James A. McKee Group again funded holiday lighting for local businesses adding a festive touch to downtown and all of the holiday festivities. With our authenticity, unique shopping and wonderful dining options, Yellow Springs remains a popular destination for holiday shopping and events.

Street Fair

We consider the Yellow Springs Street Fair to be the premier event for the Chamber and the community, bringing tens of thousands of visitors on the 2nd Saturdays in June and October. Street Fair is an economic boon for downtown shops and restaurants, typically the most profitable days of the year for most.

In addition to being good for downtown merchants, local artisans and other vendors find Street Fair an excellent venue to sell their goods and services. Also, non-profit organizations find Street Fair an excellent opportunity to be seen by more customers than at any other venue and in turn use it as a venue for fundraising and awareness.

The Yellow Springs Exempted School District continued a strong partnership by sharing their front lawn along Walnut St. for food vendors and the Yellow Springs High School parking lot for shuttle parking. In turn, Street Fair provides a major fundraising opportunity for the Mills Lawn PTO and Boy Scouts by providing valuable parking for visitors. YS Kid's Playhouse and the Community Children's Center also use paid parking as a source of fundraising for their organizations. The Children's Center also hosts the Street Fair 5k in June providing the mutual benefit of Chamber advertising for the 5k with the runners staying to enjoy Street Fair.

In 2010, we offered the opportunity for sponsorships to local and regional businesses and were pleased with the strong support received with this new endeavor. Lead sponsors included

Antioch University Midwest and WesBanco with Wagner Subaru joining as a lead sponsor in October. Peach's Grill continued as the Music Festival and Beer Garden sponsor also responsible for the planning of both events. Jackson Lytle & Lewis once again sponsored the food tent and hosted an acoustic stage at their location. Contributing Sponsors included Bath Fitters, Ertel Publishing and Primary Languages. Media Sponsors included WYSO, Dayton City Paper and The Other Paper.

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. We also want local businesses and organizations to benefit so we encourage communication and collaboration to improve the experience and opportunity for everyone.

The addition of a free shuttle service with remote parking has removed many cars from residential streets and helped to relieve the congestion of hundreds of cars traveling through town. Also, the Music Festival and Beer Garden provides added entertainment for festival goers and an added source of revenue for the Chamber.

One of the new programs for Street Fair of which we're most proud is the recycling program with the Greene County Solid Waste Department that provides small recycling bins along the streets and a recycling dumpster into which our cleanup crew disposes of the recyclables. We are pleased to be able to keep a large amount of plastic and other recyclable materials generated from the event out of the waste stream.

Destination Yellow Springs Marketing Plan

The Cooperative Marketing Plan, started in 2008 continued in 2010 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 2010, 42 participants joined for a total budget of \$30,000; \$10,000 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 2010 included a range of media, including an expanded use of social media and strong public relations. Advertising continued to be events-focused: ten 3rd Weekend Flings, two Street Fairs, Yellow Springs Experience, AACW Blues Fest, Fall for the Springs, Artist Studio Tour and Holiday in the Springs.

Facebook was the marketing story for 2010. With daily posts about life in Yellow Springs, we were able to build the base of followers to over 17,000 by the end of 2010. We've used the page to promote events, feature our marketing partners and relay anecdotes about Village life.

Print advertising was targeted to publications that fit our demographics and focused on entertainment including Yellow Springs News, Dayton Daily News Go, Dayton City Paper, Oakwood Register, Columbus Other Paper and Cincinnati City Beat. A partnership with Dayton City Paper resulted in enough advertising support from Yellow Springs to expand to a monthly insert focusing on Third Weekends that included extensive editorial copy focused on

events and a complimentary back page ad for the Chamber. We began a new relationship with TravelHost Magazine, a travel publication placed in over 20,000 rooms in over 100 hotels the Dayton/Cincinnati metro area.

WYSO continued as our radio partner and as a Street Fair sponsor. This year we also did a television campaign connected to the ABC 22/Fox 45 *It's Where You Live* where we were featured the week before Street Fair in October. For an entire week, Yellow Springs was the featured community with in-depth features on a daily basis as well as hundreds of promotional spots throughout the week with 76 spots focused on promoting downtown shopping and dining.

A new program this year for the Marketing Plan was the development of a Google-based map identifying 169 locations in Yellow Springs. A special feature of the map was that only icons identifying our marketing partners would pop up when a visitor went to the map page.

The website remains one of the best tools for communicating information about events and activities in Yellow Springs. Tracking recent web statistics gives some insight into how heavily used the website has become and for what purposes. The home page and event calendar are the most popular areas of the website showing that visitors are very interested in coming to Yellow Springs for events. The Street Fair page is popular for both visitors and vendors. We continue to prioritize the appearance and content of the website as one of our most important marketing tools although the increasing popularity of our Facebook page has undoubtedly taken frequent website visitors for the more immediate and timely content of Facebook.

Local and Regional Economic Development

The Chamber and Community Resources Executive Boards met quarterly to share what each was doing and to continue to work together on economic development. The Chamber is also participating in the Village's Economic Sustainability Commission tasked to work with Village staff and Council to support local businesses and economic development.

Developing tighter connections with regional economic development organizations continued in 2010 with the Executive Director involved in several endeavors including Greene County Economic Development Council meetings with community leaders from every community in the county; and the Greene County Department of Development Communications and Marketing Committee. In January 2010, the final report of that committee was released identifying the tagline *Growing Greene: Agriculture to Aerospace* and outlining a detailed strategy for implementing an overall marketing plan directed primarily at attracting business to the county. Also, the Greene County Chamber Executive Directors meet quarterly to share strategies for improving Chamber operations and member services.

Attracting new business is often the focus of economic development but existing businesses are our strongest source of economic development and need to be nurtured. The Chamber continued working with the Village of Yellow Springs and Greene County Department of Development in the regional Business First Retention and Expansion Program, meeting with five local businesses to learn about their current status and to pledge our support toward their future success.

Chamber Membership

The Numbers

At a time when many Chambers are struggling to simply retain members, membership in the Yellow Springs Chamber increased in 2010 to 310. A total of 84 businesses and organizations became new members in 2010 but we did lose a few members for various reasons. The Membership Committee again did an incredible job of new member recruitment with another successful Red Book membership drive.

The Events

In 2010, the Chamber consolidated all member events to the 3rd Thursday of each month and focused on 3 distinct events; Chamber Chats, an informal meeting to discuss topics of interest; Success Seminars, educational programs with regional experts; and Business After Hours held at a local member business. The Membership Committee added to those events with the very first Chamber Day, a new endeavor to focus attention on the non-Destination businesses that sometimes get lost in our promotional efforts.

The first Chamber Day was hosted by Ertel Publishing on March 12 where they opened their doors for the entire day to visitors for tours of the business and to learn more about what Ertel Publishing does. Their neighbor Curves also participated since they're located around the corner and picked up a new member in the process.

The second Chamber Day was a very special event at YSI on August 19. A capacity crowd was treated to a presentation by YSI executives and staff on their history and current business status followed by tours of the entire facility. It was truly a treat to be invited inside this internationally renowned company that was started right here in Yellow Springs.

Topics at Chamber Chats included *Local Business Advocacy* in February, attended by local and regional economic development officials discussing what local businesses need from the Chamber, the government, each other and the community to be successful; and *Support Local Business by Buying Local* in November where there was considerable interest in continuing the discussion and setting up a formal program in Yellow Springs.

Three Success Seminars were held in 2010. The first featured Professional Marketer Ted Janusz in a presentation on Sky High Customer Service where he analyzed the strategies of two highly successful customer-centric enterprises. That was followed with Resource Coordinator from the Greene County Public Library discussing data bases and business resources available free of charge from the library, many accessed from your own computer. Finally, Earl Gregorich of the Wright State University Small Business Development Center gave a detailed presentation on Web Marketing.

Business After Hours are without question the most enjoyable Chamber events as they involve food, friends and learning more about our local businesses. Anthrotech hosted the April 15 Business After Hours at their temporary space at Creative Memories where they were conducting training for their large new staff, hired to do an anthropometrics project for the U.S. Army. Attendees learned about one of our fastest growing local companies from owner Bruce Bradtmiller and even had the opportunity to get a body scan. Our July Business After Hours

was hosted by Antioch College and included tours of South Hall and the rest of campus. Despite it being one of the hottest days of the summer, the campus tours were quite popular and members were excited to learn more about the college's plans. The October Business After Hours was particularly enjoyable, hosted by the Chamber for our members and held at Brandeberry Winery where attendees enjoyed tastings of their wonderful wines and samples of cheese from Young's Dairy.

The Benefits

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 attraction and retention.

The Chamber is a member of the Southern Ohio Chamber Alliance, a consortium of smaller Chambers in the region, that joined together to have the purchasing power to offer the same kinds of benefits offered by much larger Chambers.

Benefits offered to Chamber members through SOCA include group health insurance discounts from United Health Care; individual and group dental insurance discounts from Superior Dental; a Worker's Compensation group rating program administered by Hunter Consulting; discounts on Cintas Document Shredding; and vision, prescription drug and hearing aid discounts for all full and part time employees.

It is important to note that 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: dental insurance by Dr. Fang; EyeMed by Greene County Eye Care and prescription card by Town Drug.

A new health care discount program added this year is for LifeLine Screening, a company that offers a broad range of low cost professional medical screenings at various locations in the region including June 14, 2011 at the Bryan Center.

A much improved and highly valuable discount program from Office Depot provides discounts on in-store, phone and online purchases. A discount card is available from the Chamber or members can set up an account directly with our Office Depot rep to tie purchases to a company account or their own credit card. We strongly encourage our members to register for this great program because not only does the program offer great discounts and service to the users, but the Chamber receives royalties from the sales that go through the program as long as you sign up as a Yellow Springs Chamber member.

The partnership with the email marketing company Constant Contact continues with discounts available to our members. Not only does Constant Contact provide an excellent email marketing and communication program at a reasonable price, they also offer a great deal of educational support in the form of newsletters and webinars and their customer support services are extensive and easy to use.

Several local members have also extended special discounts and offers to Chamber members. Local participants include: Curves, Jeanette Hubbuch LMT, Moore Than Massage, Ertel Publishing, WYSO, Arthur Morgan House Bed & Breakfast and Primary Languages. Recent additions to the program include new local business Southtown Heating & Cooling, Yoga Springs Studios and WesBanco with their Perks at Work program that provides employee benefits to your team at no cost to your company.

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

Chamber Operations

The Staff

Karen Wintrow, the Chamber Executive Director began her 4th year in 2010. Marketing and Events Coordinator Krystal Luketic left the Chamber in August but was quickly replaced by Holly Simpson who jumped into the middle of Street Fair planning with energy, commitment and a desire to make it her own. Stephanie Elsass also joined the Chamber staff at around the same time to provide coverage of the office on weekends and coordination and support for Street Fair, Holiday in the Springs and other Chamber events.

The Office

Thanks to the generosity of the Yellow Springs Community Foundation and the Morgan Family Foundation, the Chamber office received a much-needed makeover with new carpet, paint and furnishings and the Train Station interior was brightened with new paint, in colors that were more appropriate to the historic nature of the building, and a thorough cleaning of the flooring. The exterior of the building was painted in 2009 and planting beds were added around the outside of the building in 2010. Bike racks will be coming in the spring of 2011.

The Chamber is a tenant in the Train Station, a Village-owned facility for the use of the public. As daily caretakers, we ensure that materials are in order and the facility is clean and in good condition. Our partnership with the Village provides a premier facility for citizens and visitors.

The Information

The Chamber is the first place most people contact for information about Yellow Springs, including visitors, people relocating, new businesses, the media and local residents with questions about a variety of subjects. We respond to thousands of phone and in-person inquiries, send out dozens of visitor and relocation packets and keep our calendar of events current.

We design, print and distribute brochures and flyers with information about Yellow Springs including 10,000 Visitor's Guides annually; Dining Guides, Residential Relocation brochures and countless event flyers. These printed pieces are distributed in the Train Station, in local businesses, at regional destinations and in visitor and relocation packets. It is also our responsibility to keep the materials in stock and displayed in an orderly fashion in our office and in the lobby of the Train Station.

2011 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.*

Expanding member benefits will continue to be a primary goal of the Chamber. By providing our members discounted services and employee benefit programs, we help their bottom line and enhance employee attraction and retention. New in 2011 is a credit card processing service. We ask our members to consider partnering with the Chamber by joining the benefits program.

Member education is also a priority. Chamber Chats and Success Seminars already scheduled in 2011 include marketing with focus on social media, a review of Wright Patterson Air Force Base and how to develop a business plan. Weekly ChamberNews publications include regional seminars and professional development opportunities that are of interest to our members.

Networking opportunities include our April Business After Hours at the Greene County Career Center, June at our newest innovative enterprise EnviroFlight housed at Millworks and a December celebration at Brandeberry Winery. Again, the Chamber newsletter includes networking opportunities around the region, not just in Yellow Springs.

As the financial report following indicates, the Chamber is presenting a very tight but balanced budget for 2011. We will not increase membership investment fees in 2011 hoping 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.

We can realize significant savings in paid advertising and reach an ever-expanding audience of social media converts by expanding our use of Facebook, event email blasts and the website as marketing tools. The Chamber has a valuable commodity in these tools with 17,000 Facebook fans, an email list of nearly 1400, and website averaging 1000 hits daily, all growing.

Also in 2011, the Chamber will be accepting credit cards for membership, Street Fair, marketing plan and merchandise sales. This will allow us to expand promotional opportunities via Facebook and the website as well as make budgeting easier for our members.

In regards to Destination Yellow Springs, the Co-op Marketing Plan will continue. 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.

Prepared by:

Karen Wintrow, Executive Director, Yellow Springs Chamber of Commerce

Holly Simpson, Marketing & Events Coordinator, Yellow Springs Chamber of Commerce

Jacki Mayer, President, Yellow Springs Chamber of Commerce Board of Directors

2010/2011 Financial Report

2010 Highlights

The Chamber ended 2010 with a greater than anticipated budget shortfall of \$9579, which is \$7229 more than originally budgeted. Income was only slightly under budget projections with lower than expected income in the following line items: membership, miscellaneous income (includes a grant from the YSCF of \$3,500), and marketing plan (offset by reduced expenses). An increase in Street Fair income from additional sponsorship and a fee increase was realized but did not offset additional expenses.

The budget shortfall realistically resulted from larger than expected expenses. While a \$3,500 expense not included in the 2010 budget was the renovation of the Chamber office listed as equipment and furniture, this was offset by the grant mentioned above. The significant budget overage was Street Fair expenses, including t-shirts, electrical expenses and services. Of these expenses, approximately \$2,000 was one-time capital while the rest can be considered as ongoing operating increases.

The Marketing Plan in 2010 had receipts of \$21,100 plus the Chamber contribution of \$10,000. Expenses for the marketing fund were \$29,670 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.

2011 Budget

For 2011, we are presenting a more fiscally-conservative budget because operating with a deficit budget is not an acceptable long-term strategy. Income was maintained while expenses were either reduced or increases kept to a minimum.

Projections for membership income increased only slightly as we again chose not to raise rates. This is not a sustainable model so we do anticipate fee increases in 2012. Street Fair is by far the largest source of income for the Chamber. The 2011 budget reflects a \$3,300 increase from booth fees and sponsorships. Booth fee increases are minimal and local fees continue to be half the cost of out of town vendor fees, with additional discounts available to non-profits and Chamber members. The Chamber recognizes that it would be beneficial to have income streams be diversified and is working to find additional sources of revenue to accomplish that goal.

The budget reflects a continued commitment to providing member and visitor services with a full-time Executive Director, Marketing and Events Coordinator and weekend office staff. The Chamber has also committed to the Marketing Plan again this year with a slightly reduced Chamber contribution reflecting the increased commitment of staff time to administer the Plan. The Income and Expenses of the Marketing plan directly offset one another.

Respectfully Submitted
Elise Click, Treasurer 2010
Dan Young, Treasurer 2011

Yellow Springs Chamber of Commerce
Annual Meeting 2011
Financial Report

Income	2010 Budget	2010 Actual	2011 Budget
Donations	500	187	300
GCCVB	5,000	5,000	5,000
Interest Income	-	480	200
Marketing Plan	25,000	21,100	20,000
Meeting Receipts	3,000	2,190	2,500
Membership Fees	25,000	23,005	24,000
Misc Income	6,500	7,750	3,000
Street Fair Income	85,000	89,704	93,000
Total Income	150,000	149,416	148,000
Expenses			
Accounting and Tax Prep	4,800	4,700	4,800
Advertising	3,000	1,015	1,000
Bank Fees	120	192	200
Computer Web	3,600	3,437	3,200
Dues and Subscriptions	600	388	300
Equip - Furn	3,600	7,028	1,500
Holiday Open House	3,000	2,027	1,000
Insurance	2,000	1,916	1,920
Marketing Plan Exp	35,000	29,670	25,000
Meals and Entertainment	200	20	200
Meeting Exp	2,000	2,411	2,500
Misc Expense	500	1,278	500
Office Supplies	1,200	2,465	2,000
Ohio Sales Tax	100	147	150
Postage	1,200	1,029	1,000
Printing and Publ.	3,600	4,409	4,000
Rent Expense	3,600	3,600	3,600
Staff Ben - Insurance	3,600	3,403	3,600
Staff Development	500	50	100
Staff Salary / Taxes	60,230	61,878	65,700
Staff Travel and Meals	700	435	500
Street Fair Expenses	18,000	26,337	24,000
Telephone	1,200	1,158	1,200
Total Expenses	152,350	158,993	147,970
Net Income	(2,350)	(9,577)	30

2011 Board of Directors

Following are the officers and at-large members of the Chamber Board of Directors.

Jacki Mayer - President; Director of Business Operations and Development for WYSO, Alum of Antioch College & McGregor. Currently pursuing a Master's degree in the Conflict Engagement and Analysis program. Serving 3rd term beginning in 2010.

Elise Click - Vice President; Banking Center Manager, WesBanco Bank, CRA Chair for WesBanco Springfield/Dayton Region. Serving 2nd term beginning in 2010.

Dan Young - Treasurer; 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.

Benjamin Smith - Secretary; Vice President of Operations and Custom Publishing for Ertel Publishing. Background and skills include editing, advertising sales, marketing, and management. Serving 2nd term in 2010.

David Boyer - Employed at WPAFB for over 25 years. Currently Chief of Staff for the 88th Air Base Wing, the Installation Command wing. A Yellow Springs resident since 1985. Board member for Community Resources. Serving 2nd term beginning in 2010.

Mindy Harney - Primary constituency, Retail. Co-Owner of Brother Bear's Café and Funky Bean Productions. Involved in organizing and promoting events in Yellow Springs and throughout the region. Serving 1st term beginning in 2011.

Kim Horton - Primary constituency, Education. Director of Development & Alumni Relations at Antioch University Midwest. She has also worked in sales and member relations management, non-profit administration assistance and philanthropic administration. 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.

Rick Kristensen - Realtor for RE/MAX Victory, The Chris K Group. Skills include engineering, sales and marketing. Lifelong resident of Yellow Springs. Serving 1st term beginning in 2010.

Susan Miller - Employed 22 years at YSI, most recently as President of the YSI Foundation. 42 year resident of Yellow Springs. Serving 2nd term beginning in 2010.

Roger Reynolds - Retired in 1997 as the Executive Director of the AF Security Assistance Center. Adjunct Faculty at the University of Dayton until 2006. Active in several local non-profit groups. Serving 2nd term beginning in 2011.

2010 Marketing Plan Participants

Premier Level - \$2500

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

Partner Level - \$600

Current Cuisine

Basic Level - \$300

Arthur Morgan House
Asanda Imports
Bauer Stoves & Fireplaces
Brother Bear's Café
Chen's Asian Bistro
Corner Cone
Dark Star Books & Comics
Eco-Mental Store
Eden World
Getaways for Women
Glen Helen Association
Green Generation Building
Greene County Eye Care
Jailhouse Suites
Kings Yard Shops
Kismet
Little Art Theatre
Main Squeeze
Miami Valley Pottery
Mr. Fub's Party, Toys and More
Ohio Silver
Pangaea
Sunrise Café
Village Artisans
"would you, could you" In A Frame
Ye Olde Trail Tavern
Yellow Springs Pottery

Street Fair Sponsors

Antioch University Midwest
WesBanco
Wagner Subaru
Jackson Lytle Lewis

Champion Level - \$1200

Peach's Grill
Springs Motel
WYSO
Yellow Springs Arts Council
YSI

It's Where You Live Promo - \$100

Brother Bear's Café
Chen's Asian Bistro
Corner Cone
Current Cuisine
Dark Star Books & Comics
Design Sleep
Eco-Mental Store
King's Yard Farmer's Market
Little Art Theatre
Main Squeeze
Mr. Fub's Party, Toys and More
Peach's Grill
Sunrise Café
The Winds Café
Trail Tavern
Village Artisans
Williams Eatery

Peach's Grill
Young's Dairy
WYSO
Dayton City Paper

The Other Paper
Ertel Publishing
Bath Fitters
Primary Languages

yellowsprings chamberofcommerce

www.YellowSpringsOhio.org

The Yellow Springs Chamber of Commerce

Offers These Valuable

Southern Ohio Chamber Alliance

Benefits

To Our Members

Membership in the Yellow Springs Chamber of Commerce provides additional benefits as detailed on this sheet.

The cost savings these benefits provide will more than pay for the cost of membership. They are also valuable incentives for employee attraction and retention.

For more information about these benefits or to join our chamber, please contact us at

937-767-2686

or visit our website at

www.YellowSpringsOhio.org

Healthcare Benefits

- For Groups of 2 or more: Discounted premiums through United Healthcare.
- Healthcare for One: www.hcfor1.com.
- Contact Reichley Insurance (937) 429-0655 or Montgomery Insurance (937) 372-7646.

Workers Compensation Discounts

- Group Rating program through Hunter Consulting (800) 486.6652

Dental Care Benefits

- Special discounted benefit plans through Superior Dental Care.
- Accepted locally by Yiping Fang, D.D.S. (937) 767.8000.

Prescription Drug Discount Card

- Available to all employees for FREE
- Accepted locally by Town Drug (937) 767.1070.

EyeMed Vision Discount Card

- Available to all employees for FREE
- Accepted locally by Greene County Eye Care (937) 767.7991.

Cintas Document Management

- Discounts for document destruction.
- Contact Ray Hawkins, 937-227-3501



Financial Benefits through Discount Programs

- SOCA Discounts as detailed on the front of this sheet
- WesBanco Perks at Work program provides employee benefits valued at up to \$200
- Office Depot Discount Card
- Lifeline Health Screenings Discounts
- Constant Contact Email Marketing Discounts
- Discounted printing, copier, fax and scanning services at the Chamber offices
- Member to Member Discounts
 - **Arthur Morgan House B&B** - corporate rate, \$80/night single + tax, Sunday-Thursday.
 - **Curves** - No service fee to join with a monthly EFT or annual pre-paid membership
 - **Ertel Publishing** -20% discount on Design Services for printed brochures, newsletters, etc.
 - **Jeanette Hubbuch LMT** - \$5 discount on massages.
 - **Moore Than Massage** - \$10 discount on a 75 minute Shiatsu Massage
 - **Primary Languages** - 10% discount on any language class.
 - **Southtown Heating and Cooling** - 10% off any service call; 3% off any new installation
 - **WYSO** - Discounted rates on underwriting packages.
 - **Yoga Springs Studios** – Discounts on Class Pass

Promotional Benefits through Website & Print Media

- Online directory listing with direct link to your website
- Destination businesses included in Yellow Springs Visitor's Guide (*20,000 distributed/year*)
- Listing in Member Directory (*distributed to all Chamber members and in Yellow Springs*)
- Events included on the Chamber Web Calendar
- Membership decal to post in your place of business
- Brochure and business cards displayed in Chamber Office in the Train Station

Educational & Networking Benefits

- Monthly Chamber events, including Chamber Chats, Success Seminars and Business After Hours
- ChamberNews E-newsletter and e-mail updates
- Connections to educational, informational, governmental and mentoring resources
- Membership Referral Services and Networking
- Chamber member address labels - \$25
- Exhibits support of community, provides networking opportunities and offers credibility

Cooperative Marketing Plan

Provide additional marketing opportunities for your business on the web, in email blasts, on our Facebook page and in print advertising at a reasonable cost. Sponsorships are also available for Yellow Springs Street Fair and the Chamber Annual Dinner. Take advantage of the popularity of Yellow Springs and the extensive contact lists of the Yellow Springs Chamber in reaching your customers. Contact the Chamber for more details at (937) 767.2686.