

2012
Annual Report
to the
Membership

YSCHAMBER

YELLOW SPRINGS CHAMBER OF COMMERCE

enterprising ideas + meaningful support

YSCAMBER

YELLOW SPRINGS CHAMBER OF COMMERCE

enterprising ideas + meaningful support

Annual Meeting Agenda

February 21, 2013

6:00 – 7:00 pm

Social Time, Appetizers, Wine, Tastings



7:00 pm

Program

Welcome – Elise Click

Introductions (all attendees give their name and affiliation)

Annual Report to the Membership – Karen Wintrow

Finance Report – Roger Reynolds

Marketing Plan – Dan Young

Our Future Workforce – Dan Schroer, Superintendent Greene Cty. Career Ctr.

8:00 pm

Door Prize Drawing

Thanks to all of you for attending and for your continued support of the YS Chamber!

Annual Meeting Sponsors

Platinum



Gold



Silver

Food & Wine Donors



2012 Annual Report

The Chamber of Commerce is pleased to report a continuing positive business climate in Yellow Springs with significant expansions for some, steady growth for many and sustainable revenues for most; positive signs in a recovering economy.

2012 proved to be much quieter on the business front after a very busy 2011 but there were some items of note. After the change of ownership in 2011, YSI Xylem continues to grow at their Yellow Springs location. Servlet Internet Services returned to the ownership of Bruce Cornett after it was purchased by an investment group in early 2012.

Antioch University moved into renovated space in the Creative Memories building made possible by the tenant upfit work done for the eHealth Data move in 2011. Their relocation made way for WYSO to expand operations in the Kettering Building. New studios and offices were completed in early summer along with a major boost in signal strength expanding their reach. Another major development for WYSO was a transfer of ownership from Antioch University to Antioch College.

Antioch College greeted their second class of students with 75 first years joining the 35 second year students. The larger student body required campus expansion including a complete renovation of North Hall to house the incoming students. Renewable energy was prioritized with a roof-top solar array on North Hall and a geo-thermal system on campus and at Glen Helen to complement the other energy improvements made to Glen facilities. With more students came additional administration, faculty and staff. Under the auspices of the YS Community Foundation, the successful Miller Fellow program continued to provide local non-profits with eager, hard-working Antioch College interns.

At Millworks Business Center, S&G Artisan Distillery received the necessary permits to move forward with production, bottling and sales including a tasting room. Yellow Springs Brewery began construction of a production and tasting facility with an early spring opening date. EnviroFlight is undergoing expansion with new customers, technology and new office space. For the first time in their history, Millworks is fully leased.

Downtown retail remained relatively stable this year. The most dramatic changes happened in the Kings Yard area with the King House being purchased by investors including the Asanda Imports owners. Sam & Eddie's Open Books found a beautiful new home in Kings Yard and IONA, a women's boutique opened in the space they vacated. Springs Gallery closed the Kings Yard location, moving production, classes and gallery display to a home studio. Under new ownership, Basho Apparel moved from Kings Yard to a production facility north of town with plans for a major production expansion.

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.

Also in 2012, the Chamber endeavored to keep our members informed of the writing of a new zoning code by the Village. We hosted a special meeting with Village staff and the zoning consultant, presented updates at monthly merchant meetings, forwarded communication that came to our office to Village officials and communicated status and meetings in several Chamber News publications.

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 and relocation packets 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.

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.

The Chamber is continuing to encourage local businesses and organizations to schedule special events on Third Weekends to take advantage of the Cooperative Marketing Plan. Local eateries partnered with the Chamber for the Cajun Invasion Pub Crawl on Friday, February 17 followed by the Shamrocks & Shenanigans Pub Crawl on Saturday, March 17. Both events attracted a great many visitors and included limited edition t-shirts with signature branding.

Other Third Weekend collaborations included Glen Helen Earth Day in April followed by the Cirque Carnival in July and the Wellness Experience in September, both organized by YS Arts Council. The Third Weekend in October provides quite a dichotomy of events with the Zombie Walk on Saturday night juxtaposed to the Art Stroll on Friday and Artist Studio Tour on Saturday and Sunday. Finally, Art & Soul: A YS Art Fair was created this year by Lisa Goldberg as the Third Weekend kick-off to the important holiday season.

The Cyclops Fest, created by the owners of Urban Handmade and Basho Apparel with the co-sponsorship of WYSO, Dayton City Paper and the Chamber had an incredibly successful 2nd year. 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. There was an expanded food court, beer garden and music this year.

The year culminated with Holiday in the Springs from the Third 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 nearly every weekend,

bringing more shoppers to town earlier than usual for a positive holiday season for downtown businesses. Our annual Holiday Fest on the second Saturday in December had its most successful year thanks to a well-conceived kid's treasure hunt culminating in the making of a craft project. Santa was front and center downtown in Dino's Cappuccinos and the wagon rides carried dozens of riders around town.

Another critical service provided by the Chamber is to design and print Visitors Guides, 20,000 of which were distributed in 2012. Not only do we keep the Visitors Guide and other marketing materials in stock and displayed in Yellow Springs Station, we also distribute them to the Greene County Convention and Visitors Bureau who send them around the country, at Young's Dairy and at other locations locally and regionally. Yellow Springs Station is also a location where members are invited to display their materials.

All of this work is accomplished by the Chamber staff with the help and support of the Chamber Board. Karen Wintrow, Chamber Executive Director began her sixth year in 2012 and Marketing and Events Coordinator Holly Simpson is in her third year, working on her fifth Street Fair. Lauren Mikesell was weekend staff in 2012 and provided event support. Susan Gartner is also a valuable resource updating our events calendar.

Street Fair

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

Street Fair is an economic boon for downtown shops and restaurants, usually 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 have Street Fair booths for fundraising and awareness and many operate paid parking lots as a fundraiser.

Street Fair sponsorships entered their third successful year with Wagner Subaru and WesBanco continuing as Festival Sponsors. We also welcomed Antioch College and Greene Memorial Hospital / Soim Medical Center as Festival Sponsors. Peach's Grill sponsors the Music and Beer Fest with Christine and Don Beard handling the entire operation, donating the proceeds to the Chamber. Media Sponsors were WYSO, Dayton City Paper, The Other Paper (Columbus) and City Beat (Cincinnati).

An event as intense as Street Fair requires dedicated partners such as the Village providing public space and all of the necessary Village services. Other partners include Young's Dairy and Yellow Springs High School who provide parking for visitors using the shuttle service along with Mills Lawn providing the space for the Food Court. Finally, Jackson Lytle & Lewis hosts the food tent and acoustic stage at their location. And our dedicated volunteers are on hand from the early morning hours until the last vendor is off the street.

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. It is only because of the incredible cooperation of the entire community that this event is so successful.

Cooperative Marketing Plan

In its fifth year, the Cooperative Marketing Plan continues to be a successful program with growing recognition of the impact it is having in attracting visitors. 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 2012, 50 participants invested from \$100 to \$3000 for a total budget of nearly \$25,000. Participants in the plan came from all areas of business including retailers, small and large businesses, arts and other non-profit organizations, educational institutions, hospitality, and professional service providers.

Marketing efforts in 2012 included print media, an expanded use of social media and strong public relations. Advertising was event-focused: Weekend Flings, Street Fair, Art on the Lawn, AACW Blues Fest, Artist Studio Tour and Holiday in the Springs.

Social media is a growing focus in our marketing efforts. Facebook grew from 22,000 to nearly 25,000 fans in 2012. Twitter doubled in 2012 with over 900 tweets going out to 654 followers primarily focused on music, weekend events and the Little Art Theatre. Finally, weekly Destination emails were sent to nearly 2000 folks on our mailing list.

Print advertising was targeted to publications that fit our demographics including Yellow Springs News, Active Dayton, Oakwood Register, The Other Paper and City Beat. The monthly Destination Yellow Springs 4-page insert with ads and story content continued in the Dayton City Paper. 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. New this year was the Campus Special coupon book and mobile app distributed to University of Dayton and Wright State University students.

The website remains one of the best tools for communicating information about events and activities in Yellow Springs. A snapshot of web statistics from January 23 - February 20 shows nearly 6000 unique visitors, with 68% being new to the site, nearly 19,000 page views, 2.5 pages per visit with an average duration of 2 minutes. Combined with Facebook for more timely content, the Chamber provides in depth, topical content for visitors.

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 regional economic development agencies.

Locally, we began a stronger partnership with Community Resources (CR) with the Executive Director becoming an ex officio board member to complement CR ex officio representation on our Board. Continued progress on the Center for Business and Education is a top goal of our joint economic development efforts.

Developing tighter connections with regional economic development continued in 2012 with the Executive Director attending Greene County Economic Development Council and Dayton Chamber's regional Leader quarterly meetings, as well as serving on the Greene County Convention and Visitor's Bureau board, as President in 2013.

On the State front, JobsOhio continued moving forward with the Dayton Development Coalition being the lead agency in this region. The Department of Development became the Ohio Development Services Agency signifying a focus on customer service. Both are poised to provide programs and funding to attract and retain jobs in the State.

Chamber Membership

Membership in the Yellow Springs Chamber increased in 2012 to 354 with 31 new members in 2012. The Membership Committee again did an incredible job of new member recruitment although local membership is so strong, that the pool of potential members is low. It would not be an over-reach to say that over 50% of the businesses and organizations in Yellow Springs are members of the YS Chamber which is a dramatically high percentage in comparison with typical chambers of commerce.

The Chamber continued to focus member events on education and networking. Educational topics included Chamber Benefits, Social Media with Jean Webster from Aileron and the Ohio Small Business Development Center housed at Wright State University with Earl Gregorich. The most exciting event of the year was a day long tour of Wright Patterson Air Force Base, an event we hope to schedule semi-annually to experience new aspects of the base at each visit. Business After Hours in 2012 were hosted by Friends Care Community at their Rehab Unit, Millworks Business Center and Soin Medical Center. We also hosted a joint BAH with the Hispanic Chamber at Antioch University Midwest and ended the year with a holiday celebration at Brandeberry Winery.

Membership benefits include discounts on a wide range of good and service and access to low cost/no cost programs for your employees. The financial benefits alone will more than cover the cost of Chamber membership and the ability to offer these 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 regional chambers. Through SOCA, we 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. The Executive Director joined the SOCA Board in 2012.

Additional discount benefits include Office Depot, Constant Contact, Cox Media Group and PayChex. And several local members have also extended special discounts and offers to Chamber members. Local benefits providers include: Arthur Morgan House Bed & Breakfast, Clay+Stan Design, Curves, Moore Than Massage, Yoga Springs Studios and WesBanco Perks at Work. 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.

2013 Plans and Programs

The Chamber looks to our mission statement for program guidance: *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.*

At the Board Retreat in January, committee assignments were made in for Membership, Marketing, Finance and Leadership Development. Although not a Chamber committee, Sheila Dunphy Pallotta will take on leadership of Merchants United and Chamber staff will facilitate communication. Board members are asked to serve on committees but we ask for the involvement of any Chamber member who would like to assist our efforts.

Member education continues as a priority. Chamber Chats and Success Seminars will provide important information for our members with the following topics: Social Media Collaboration; Member Benefits; Zoning, Building and Fire Codes; the New Healthcare Landscape and Protecting your Personal Assets. On February 27, we are participating in a joint Business After Hours with all of the Greene County Chambers hosted by the Greene County Career Center. Business After Hours will be hosted by the YS Library and Arthur Morgan House, YS Brewery, WYSO and Grinnell Mill B&B. The year will end with a celebration to thank our members. Also, ChamberNews publications include regional seminars and professional development opportunities of interest to our members.

The Chamber introduced a new logo in 2013 with a more professional look and messaging that speaks to the services we provide our members. The YS Chamber identity will be used for business aspects of Chamber operations. We will also be fine-tuning the identity used for the visitor side of our operations with an updated website and mobile website.

The Cooperative Marketing Plan will continue in its sixth 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.

Prepared by:

Karen Wintrow, Executive Director, Yellow Springs Chamber of Commerce

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

Elise Click, President, Yellow Springs Chamber of Commerce Board of Directors

2013 Board of Directors

Elise Click - President; Administrative Assistant to the Market President, WesBanco Bank, CRA Chair for WesBanco Springfield/Dayton Region. 3rd term, Jan. 2012.

Lisa Goldberg - Vice President; Owner of Lisa Goldberg Ceramics. Produces Artist Studio Tour, Art & Soul: A YS Art Fair and the public art brochure. 3rd term, Jan. 2013.

Roger Reynolds - Treasurer; Retired Exec. Director of AF Security Assistance Center. UD Adjunct. Active in local non-profits; on Little Art Theatre board. 3rd term, Jan. 2013.

Susan Miller - Secretary; Employed 24 years at YSI. Active in local non-profits and serves on the YSCF and TLT Boards. 45 year resident. 3rd term, Jan. 2012.

Sheila Dunphy-Pallotta - More than 20 years of consultative sales and marketing. Realtor with Dunphy Real Estate and co-owner of Dinoís Cappuccinos. 1st term, Jan. 2012.

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

Sherryl Kostic - owner of "would you, could you" In A Frame, long-term resident and former member of the Board of Directors. 1st term, Jan. 2013.

Molly Lunde - Owner of Asanda Imports with husband Lee Kibblewhite. Also a Yoga instructor at Yoga Springs Studio. 1st term, Jan. 2012.

Craig Mesure - Owner of Burlly Man Cleaning , LLC., as well as a Realtor associated with Coldwell Banker Heritage Realtors Beaver creek office. 1st term, Jan. 2012.

Ann Simonson - Project Manager for Glen Helen Nature Preserve/Antioch College handling Management of Events, Facilities Rentals and Volunteers. 1st term, Jan. 2013.

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, CR)

Nick Gaskins - Bing Design (YS Arts Council)

Rick Pridemore - Director of Satellite Operations, Greene County Career Center (GCCC)

Dan Young - President, Youngís Dairy, Past Chamber Board President

THANK YOU to outgoing Board Members for serving the Chamber:

Mindy Harney (1 year)

Lee Kibblewhite (1 year)

Walt Ulbricht (1 year)

Dan Young (6 years)

2012 Financial Report

2012 Highlights

The Chamber went into 2012 with an aggressive budget intended to bring us back into the black after ending 2010 and 2011 in the red. That strategy proved successful as we ended the year with a \$12,789 budget overage. Income was over budget projections by \$14,435 thanks to increased income on Street Fair, copies and royalties from our benefits partners.

Expenses were higher than budgeted as a result of our promotional activities including printing the Visitor's Guide and thousands of other flyers; graphic design services; and Holiday in the Springs activities like carriage rides, Train Station decorations and Santa.

Credit card usage in 2012 increased dramatically for membership, event fees and the Marketing Plan. The online membership application makes the process very easy and the information is forwarded immediately to the Chamber for tracking and response.

Marketing Plan receipts in 2012 totaled \$25,340 with expenses at \$25,800 placing the Fund at near break even as is planned.

2013 Budget

The 2013 budget is very similar to 2012 with virtually no change in income and a slightly lower expense total, distributed in different expense categories.

There will be no fee increases in 2013 for either membership or Street Fair. We are able to keep our membership rates low and accessible to a wide variety of businesses and organizations in the community because of the large revenue stream from Street Fair. Membership revenue continues to remain steady as we concentrate on member retention and outreach to the region. We are pleased to boast extremely strong membership in Yellow Springs leaving the major opportunity for membership growth coming from new local as well as regional businesses. Revenues from our copy service and royalties we receive from several benefits partners are on a growth trajectory.

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. Bookkeeping will be done by Chamber staff with close oversight by the Treasurer to reduce expenses and provide easy access to data. 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
Roger Reynolds, Treasurer

YSCHAMBER

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YS Chamber of Commerce BALANCE SHEET At December 31, 2012

ASSETS

	2012	2011	Change
CURRENT ASSETS			
Checking - General	\$ 14,376	\$ 1,842	\$ 12,534
Checking - Marketing Plan WesBanco	636	584	52
Cash - Savings	10,083	10,080	3
Certificate of Deposit (3954)	10,426	10,343	83
Certificate of Deposit (3073)	<u>21,189</u>	<u>21,075</u>	<u>114</u>
Total Current Assets	<u>56,710</u>	<u>43,924</u>	<u>12,786</u>
TOTAL ASSETS	<u>\$ 56,710</u>	<u>\$ 43,924</u>	<u>\$ 12,786</u>

LIABILITIES AND EQUITY

CURRENT LIABILITIES			
Accrued Payroll	\$ 1,401	\$ 1,406	\$ (5)
Total Current Liabilities	<u>1,401</u>	<u>1,406</u>	<u>(5)</u>
Total Liabilities	<u>1,401</u>	<u>1,406</u>	<u>(5)</u>
EQUITY			
Net Income (Loss)	12,789	(847)	13,636
Retained Earnings	<u>42,520</u>	<u>43,365</u>	<u>(845)</u>
Total Equity	<u>55,309</u>	<u>42,518</u>	<u>12,791</u>
TOTAL LIABILITIES AND EQUITY	<u>\$ 56,710</u>	<u>\$ 43,924</u>	<u>\$ 12,786</u>



YSCAMBER

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Financial Report & 2013 Budget

	2010 <u>Actual</u>	2011 <u>Actual</u>	2012 <u>Actual</u>	2013 <u>Budget</u>	
Income					
Grant Income	5,000	5,000	5,000	5,000	
Membership Fees	23,005	23,875	25,666	26,000	
Events – SF, Meetings	91,414	98,185	116,737	117,000	
Marketing Plan	20,300	21,060	25,340	25,000	
Misc Income	<u>8,417</u>	<u>4,550</u>	<u>5,492</u>	<u>5,400</u>	copies, royalties, int, donations, grants
Total Income	143,136	152,670	178,235	178,400	
Expenses					
Accounting & Tax Prep	4,700	4,800	4,800	3,500	
Advertising, Design, Web, Printing	8,393	12,100	13,387	18,000	
Events – SF, HITS, Meetings	30,775	25,891	28,255	28,800	
Insurance, Liability/D&O	1,918	2,253	2,088	2,088	
Marketing Plan Expenses	29,551	26,207	25,800	23,000	
Misc Expense, Bank Fees, Sales Tax	1,617	1,506	1,735	1,200	
Office Supplies Equipment	10,910	4,122	3,775	3,720	
Payroll Expenses Salary, Taxes, Bene	65,786	71,071	80,163	77,500	
Rent, Phone, DSL	<u>5,226</u>	<u>5,327</u>	<u>5,443</u>	<u>5,500</u>	
Total Expenses	<u>158,876</u>	<u>153,277</u>	<u>165,446</u>	<u>163,308</u>	
Net Income	<u>(15,740)</u>	<u>(607)</u>	<u>12,789</u>	<u>15,092</u>	



YSCAMBER

YELLOW SPRINGS CHAMBER OF COMMERCE

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The mission of the YS 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 Chamber supports business retention, expansion and attraction and promotes Yellow Springs as a place to visit, live and do business. From our offices in Yellow Springs Station, we produce the Visitor's Guide and other widely distributed materials, send hundreds of visitor and relocation packets annually and answer thousands of phone and visitor inquiries.

The following benefits provide financial savings that can more than pay for the cost of your membership.

Financial Benefits through Discount Programs

- **SOCA** Discounts as detailed on the back side of this sheet
- **WesBanco** Perks at Work program provides employee benefits valued at up to \$200 (937.767.2606)
- **PayChex** Payroll and HR services; 10% 10 & under, 15% over 10 employees (Jeff Fourman, 937.284.2042)
- **Office Depot** Office supplies, technology, furniture and copy/print services (937.239.9033)
- **Auto-Owners Insurance** Business and personal insurance (Montgomery Insurance, 937.372.7646)
- **Clay + Stan** Graphic Design & Branding Package Program (Justin Galvin, 937.319.6049)
- **Dayton Daily News** \$200-\$400 credit on a single ad (937.225.2050)
- **Constant Contact** Email Marketing Program (constantcontact.com, 866.289.2101)
- **Arthur Morgan House B&B** Corporate rate, \$80/night single + tax, Sunday-Thursday (937.767.1761)
- **Curves** No service fee to join with a monthly EFT or annual pre-paid membership (937.767.3700)
- **Ertel Publishing** 20% discount on Design Services for printed brochures, newsletters, etc. (937.767.1433)
- **Moore Than Massage** \$10 discount on a 75 minute Shiatsu Massage (Julie Moore, 937.397.3716)
- **Yoga Springs Studios** Discounts on Class Pass (Monica Hasek, 937.767.9300)
- **Street Fair** \$10 discount and preferred registration (937.767.2686)
- **Copy & Printing Service** B&W and Color printing, copies, fax, laminating, paper cutting at Chamber office.

Promotional Benefits through Website & Print Media

- **Website** Listing for your business on the popular Chamber website with a link to your website
- **Visitor's Guide** Listing for Destination businesses (*20,000 distributed/year*)
- **Web Calendar** For posting member events
- **Information Distribution** Yellow Springs Station offers space for your brochures and business cards

Educational & Networking Benefits

- **Chamber Events** Including Chamber Chats, Success Seminars and Business After Hours.
- **ChamberNews & Destination Yellow Springs** E-newsletters with business and event information.
- **Business Resources** Research studies, mentoring, governmental and educational connections.
- **Advocacy** For member businesses locally and regionally.
- **Membership Referral and Networking** Connecting members with products and services.
- **Visibility and credibility** For your business.

Advertising Benefits through the Cooperative Marketing Plan

The Chamber creates a highly sophisticated, strongly branded regional marketing campaign and administers a \$25,000+ pooled fund from participating members. While all Chamber members benefit from increased traffic to Yellow Springs, as a Plan participant you can benefit directly with mentions of your business on the web, in social media and in print advertising at a cost far lower than could ever be achieved alone. Sponsorships are also available for Yellow Springs Street Fair and other events. Take advantage of the popularity of Yellow Springs and the marketing power of the Yellow Springs Chamber in reaching your customers by joining the Marketing Plan.



Through the **Southern Ohio Chamber Alliance**,
the **YS Chamber** offers our members these
VALUABLE BENEFITS.

United Healthcare

- Small business health plans with a wide range of medical plans and customized benefit options to fit your needs.
- Provided by the following Chamber Members:
McGohan Brabender (937)293-1600 *
Montgomery Insurance (937) 372-7646 *
Reichley Insurance (937) 429-0655
* A UHC/SOCA Preferred Vendor.

HealthCare for One

- A one-stop website to provide information on individual health insurance.
Contact www.hcfor1.com

Superior Dental Care

- Options available to fit your needs include orthodontia, voluntary and sole proprietor. 5% discount on special benefit plans.
- Accepted by the following Chamber Member:
Brite White Dental (937) 233.6500
- Provided by the following Chamber Members:
McGohan Brabender (937) 293-1600
Montgomery Insurance (937) 372-7646
Reichley Insurance (937) 429-0655

Prescription Drug Discount Card

- Save up to 50% on brand and generic prescriptions. Available to all employees FREE!

EyeMed Vision Discount Card

- Available to all employees FREE!
- Accepted by the following Chamber Member:
Greene County Eye Care (937) 767-7991

Workers Compensation Group Rating

- Comprehensive claims administration and consulting in the area of unemployment and compensation. The Group Rating program was designed to reduce your rates representing significant savings to you.
- Contact Hunter Consulting (800) 486.6652

Staff and Leadership Training

- Online Leadership programs at a discounted price from Training For Chambers & INDABA.
- Contact trainingforchambers.com

Credit Card Processing Program

- Pre-negotiated credit card processing rates, transparent pricing, no long term bank contracts, bank neutrality, local service and support and discounted equipment prices.
- Provided by the following Chamber Member:
Infintech; Joy Kincaid (513) 395.9495.

Cintas Document Management

- Discounts for document destruction
- Contact Brian Wilson 513-346-5816.



Additional benefits are detailed on the back.

FOR MORE INFORMATION about these benefits or to join our chamber,
please contact us at 937-767-2686 or visit our website YSChamber.org

2013 Cooperative Marketing Plan

2012 Plan Review – 2012 was our fifth successful year marketing Yellow Springs via an organized plan. The cooperative nature of the plan combined small investments from over 50 individual participants into a \$25,000 fund that was spent doing targeted and proven marketing including: 1) over 100 newspaper ads in YS, Dayton, Oakwood, Columbus and Cincinnati; 2) specialty ads in Waterways & Pathways, Oakwood Register Arts Edition, Cincinnati City Beat Annual Manual and Guide to Yellow Springs; 3) web ads and email banners in Active Dayton, Dayton Daily News and Cincinnati City Beat; 4) 200 thirty-second spots on WYSO; 5) over 20,000 event flyers and 15,000 Visitors Guides; 6) daily social media posts. Our Facebook fan base increased from 22,000 to nearly 25,000 by year end and Twitter doubled in 2012 with over 900 tweets going out to 654 followers primarily focused on music, weekend events and the Little Art Theatre. Finally, weekly Destination emails were sent to nearly 2000 folks on our mailing list.

2013 Co-op Plan Updates – Changes in 2013 include less expenditures on print ads, a new media partner in Columbus to replace the out of production Other Paper and a larger focus on social media with a significant portion of the budget used on targeted promotions and advertising on Facebook.

A. Destination Yellow Springs Co-op Advertising Packages – The Plan markets Yellow Springs as a Destination and is a proven tool to attract visitors, residents and even new businesses.

- 1. Supporter Package - \$195** (Ideal for businesses/non-profits with limited events or activities)
 - 6 events or mentions in social media or impressions on printed materials
- 2. Budget Package - \$390** (Ideal for businesses/non-profits for occasional year round exposure)
 - 12 events or mentions in social media or impressions on printed materials
- 3. Destination Non-Profit Package - \$525** (Ideal for non-profits with a strong destination focus)
 - 24 events or mentions in social media or impressions on printed materials
 - Events included in Destination Yellow Springs email
- 4. Destination Business Package - \$750** (Ideal for businesses with a strong destination focus)
 - 24 events or mentions in social media or impressions on printed materials
 - Events or ad in the sidebar of every Destination Yellow Springs email
- 5. Champion Package - \$1500** (Ideal for businesses/non-profits year-round and single event-focused)
 - 48 events or mentions in social media or impressions on printed materials
 - Events or ad in the sidebar of every Destination Yellow Springs email with logo or photo
 - Your event featured in print ads, on the Chamber website & in social media promotions plus an exclusive ad on the back of flyers.
- 6. Premier Package - \$3000** (Ideal for businesses/non-profits that are not destination businesses)
 - Custom package designed to provide the best benefit for your business. Can include web banners, Facebook, Newsletter and Destination Yellow Springs ads, Business After Hours host, special event host and other options to best address individual promotional needs.

B. Dayton City Paper – The Chamber works with Dayton City Paper on a four-page Destination Yellow Springs monthly insert that includes editorial coverage of two events or businesses with purchased advertising supporting the pullout. The cost of these ads is separate from the Marketing Plan and you will contract directly with Dayton City Paper. Contact Paul Noah at 937.222.8855 ext. 202.

2012 Marketing Plan Participants

Premier Level - \$2500-\$3000

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

Destination Business Level - \$750

Arthur Morgan House B&B
Baldwin Properties (Kings Yard)
Brandeberry Winery
Corner Cone
Current Cuisine
Jailhouse Suites
Village Artisans

Budget Level - \$390

Dino's Cappuccinos
Emporium
John Bryan Community Pottery
"would you, could you" In A Frame

Supporter Level - \$195

Bonadies Glasstudio
Chamber Music Yellow Springs
Craig Matthews, Attorney
Dunphy Real Estate
Miami Valley Pottery
Springs Survival
Tecumseh Land Trust
Yellow Springs Farmers Market

Street Fair Sponsors**Festival Sponsors:**

Antioch College
Greene/Soin Hospitals
Wagner Subaru
WesBanco

Champion Level - \$1500

Clay+Stan Design
Peach's Grill
Springs Motel
WYSO

Destination Non-Profit Level - \$525

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

Holiday in the Springs - \$250

Asanda Imports
Clifton Mill
House of Ravenwood
Kismet
Mr. Fub's Party
Ohio Silver
Sam & Eddie's Open Books
The Winds Cafe
Ye Olde Trail Tavern

Holiday in the Springs - \$100

Blokhedz
Dark Star Books & Comics
EcoMental
Glen Garden Gifts
Import House
IONA
Sunrise Cafe
Tibet Bazaar
Twisted Tines

Event Partners:

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

Media Sponsors:

WYSO
Dayton City Paper
The Other Paper
City Beat

YSCAMBER

YELLOW SPRINGS CHAMBER OF COMMERCE

enterprising ideas + meaningful support

2013 Chamber Meeting Schedule

<u>Date</u>	<u>Type</u>	<u>Time</u>	<u>Location</u>	<u>Topic</u>
1/17	Chamber Chat	9:00-10:00a	Bryan Center A&B	Collaboration in Social Media <i>Dan Young & Roger Reynolds</i>
2/21	Annual Meeting	6:00-8:00p	Antioch Midwest	2012 in Review; 2013 Plans <i>Heavy appetizers & wine bar</i>
2/27	Business after Hours	5:30-7:00p	Greene Cty Career Ctr	GCCC Regional Event <i>All Greene County Chambers</i>
3/21	Business after Hours	5:30-7:30p	YS Library Arthur Morgan House	Facility Improvements Refreshments and networking
4/18	Chamber Chat	12:00-1:00p	Bryan Center A&B	Chamber Benefits <i>With benefits provider reps</i>
5/16	Chamber Chat	9:00-10:00a	Bryan Center A&B	Building, Zoning & Fire Codes <i>Colin Altman, MTFR; Al Kuzma, GC Bldg Dept; Steven Anderson, YS Zoning</i>
6/20	Success Seminar	9:00-10:00a	Bryan Center A&B	The New Healthcare Landscape <i>Speaker to be announced</i>
7/18	Business after Hours	5:30-7:30p	YS Brewery	Tour and Refreshments
8/15	Success Seminar	12:00-1:00p	Bryan Center A&B	Protecting Your Personal Assets <i>Attorney Craig Matthews</i>
9/19	Business after Hours	5:30-7:30p	WYSO	Tour and Refreshments
10/17	Business after Hours	5:30 – 7:30p	Grinnell Mill B&B	Tours, refreshments, history
11/21	TBD	TBD	TBD	Consultant Michael Kalter
12/18	Business after Hours	5:30-7:30p	TBD	Holiday Celebration



Annual Meeting Supporters

Platinum



Gold



Silver

Food, Wine & Tasting Donors



Door Prize Donors

- Antioch College - tote bag, water bottle, diary
- Antioch University Midwest H sweatshirt
- Basho Apparel, a JCoX Company - artist-designed tee
- Current Cuisine - Gift Certificate
- Curves - 3 month membership & travel mug
- Greene County Convention and Visitor's Bureau - Gift Basket
- Little Art Theatre - (2) t-shirts
- Live & Let Dye Salon - \$50 Gift Certificate
- Moore Than Massage (Julie Moore) - 90 minute Shiatsu session
- Reichley Insurance - gift bag, backpack, mugs, pen and more
- Ohio Barn B&B - 1 night stay
- WesBanco - \$50 Visa Card and miscellaneous merchandise
- WYSO - Gift Bag
- YS Arts Council - Keep YS Weird t-shirt
- YS Brewery - beer glass & t-shirt
- YS Center Stage - (2) tickets *The Crucible*
- YS Chamber - (2) YS Street Fair t-shirts
- YS Credit Union - Money Tree (\$25)
- Young's Dairy - (2) Family Fun Passports

Thanks also to the Greene County Convention & Visitors Bureau for the donation of stainless steel water bottles for every attendee.



GREENE COUNTY, OHIO
CONVENTION & VISITORS BUREAU

VISITORS WELCOME