

ENCOURAGES
Vibrant
Business Environment

DRIVES
Success
of Members

ENHANCES
Quality
of Life

YSCHAMBER

ROOTED IN A STRONG COMMUNITY

Public Service

Entrepreneurial Spirit

Parks & Trails

Vibrant Downtown

Innovative Schools

Arts & Culture

YSCHAMBER

YELLOW SPRINGS CHAMBER OF COMMERCE

enterprising ideas + meaningful support

Our Mission:

The Mission of the
Yellow Springs
Chamber of Commerce
is to encourage a
vibrant business
environment that
drives the success
of our members
while enhancing
the quality of life
in our community.

Encourages a Vibrant Business Environment	Drives Success of Members	Enhances Quality of Life
THE FOCUS OF EACH MISSION COMPONENT		
The Chamber's focus is on new companies, new jobs & growth	The Chamber's focus is on current members	The Chamber's focus is on the community
ACTIONS TO ACHIEVE OUR FOCUS		
Be an open, positive, & informative resource to a variety of businesses and workers	Encourage local commerce; Spend Local	Sponsor projects focused on the beautification of the village
Encourage events and marketing that highlight the opportunity of business in YS	Sponsor education and training opportunities for member's business development	Celebrate the community
Provide support services to attract and nurture new and existing businesses	Offer and promote benefits which provide value to our members	Community engagement supporting the community base: commerce, culture, education, nature & wellness
Offer expansion and entrepreneurial support	Connect members and businesses for networking and commerce	Honor the culture and diversity of our community
Outreach to promote YS as the place to locate a business	Encourage tourism to enhance the local economy	Support efforts to remain a village to live, work & play
NEW 2017 – 2018 PROJECTS SUPPORTING THE MISSION FOCUS		
Website Enhancements <ul style="list-style-type: none">• Add/update available business locations• Add new page for event venues	Enhance Events & Marketing Support <ul style="list-style-type: none">• Focus on support of local businesses• Expand Shop Small focus	Physical Enhancements to Business Core <ul style="list-style-type: none">• Wayfinding signage• Improved cycling infrastructure
Increase the visibility and viability of Yellow Springs as a business location. <ul style="list-style-type: none">• Promote locations & opportunities	Develop video success stories of member businesses for website. <ul style="list-style-type: none">• Encourage business-generated videos	Expand local project, event and non-profit sponsorships. <ul style="list-style-type: none">• Community Appreciation Event

working together.

2016

ANNUAL REPORT

There is satisfaction in making one's business an integral part of one's community, adding to its stability and quality...

- Arthur Morgan

enterprising ideas + meaningful support

The Mission of the Yellow Springs Chamber of Commerce is to encourage a vibrant business environment that drives the success of our members while enhancing the quality of life in our community.

Membership in the Yellow Springs Chamber has benefits beyond supporting the community, region and member businesses and organizations. The following benefits provide real financial savings and value-added services that can more than pay for the cost of your membership:

- Financial Benefits through Discount Programs
- Promotional Benefits through Website & Print Media
- Educational & Networking Opportunities
- Advertising Benefits through the Cooperative Marketing Plan



▶ 320
TOTAL MEMBERS

▶ 21
NEW MEMBERS
IN 2016

BOARD & STAFF +



Craig Measure,
President



Nick Gaskins,
Vice President



Stacey Wirrig,
Treasurer



Molly Lunde,
Secretary

AT LARGE MEMBERS
Sheila Dunphy-Pallotta,
Randy Gifford, Bruce Grimes,
Danyel Mershon,
Ann Simonson

EX OFFICIO MEMBERS
Dawn Boyer, YS Schools
Dave Boyer, WPAFB

OUTGOING MEMBERS Jeannamarie Cox, Krystal Luketic Thanks for your service!

STAFF

Karen Wintrow, Executive Director Alexandra Scott, Special Events Coordinator Lauren Mikesell, Wknd. Staff

THANKS TO OUR PARTNERS IN 2016

STREET FAIR: Greene Memorial Hospital, Soin Medical Center, Wagner Subaru, Yellow Springs Brewery, Bonbright Distributors/MillerCoors, US Bank, Cemex, Antioch University Midwest, Village of Yellow Springs, Miami Township Fire & Rescue, Yellow Springs Schools, Young's Jersey Dairy, Jackson Lytle & Lewis Life Celebration Center

MARKETING PLAN: Greene County Convention & Visitors Bureau, Young's Jersey Dairy, Clifton Mill, Village of Clifton, Mills Park Hotel, House of Ravenwood, Yellow Springs Arts Council, John Bryan Community Pottery, Little Art Theatre, Glen Helen Ecology Institute, Corner Cone, Jailhouse Suites, Current Cuisine, Village Artisans, Brandeberry Winery, Bob Baldwin Properties, YS Kids Playhouse, House of AUM, Bonadies Glasstudio, Dark Star Books

MEETING SPONSORS: Soin Medical Center, Greene Memorial Hospital, Anderson Williamson Insurance Agency/Erie Insurance, Southern Ohio Chamber Alliance, Friends Care Center, YS Federal Credit Union, WesBanco

WEB MANAGEMENT: Bing Design **DESIGN SERVICES:** clay+stan

COMMUNITY INVESTMENT +

Enhances quality of life

In 2016, the Yellow Springs Chamber of Commerce invested significant financial and human resources in initiatives to benefit the entire community:

- Yellow Springs Graduating Senior Scholarship
- Yellow Springs Arts Council Art of Distinction Award
- Shred-It Yellow Springs
- Yellow Springs Police Department Coat Fund
- Yellow Springs Food Bank
- 9-11 Memorial Stair Climb Sponsor
- Mills Lawn PTO Gingerbread Fest Partner
- Greene Medical Foundation Circle of Victory
- Yellow Springs Station Landscaping & Commemorative Brick Restoration
- Miami Valley Military Affairs Association
- Roads to Recovery Autism Support Group

THE BULLDOG BRIGADE +

Supporting workforce development



Since September, the Yellow Springs Chamber, Yellow Springs High School, and the Greene County Board of Developmental Disabilities have been collaborating to help students with disabilities develop the employability skills necessary to join the workforce. The students are known as the "Bulldog Brigade" and have worked with a variety of businesses in the village including Mills Park Hotel, the Yellow Springs Library, Dark Star Books and King's Yard. The internships have allowed the students to develop vital employability skills as well as helped them to refine their career goals. Their newest endeavor is offering mobile document destruction services to the businesses. By embracing individuals with disabilities, Yellow Springs has once again established themselves as a diverse and inclusive community.



CHAMBER PARTNERSHIPS +

Drives success of our members

Yellow Springs Brewery has creatively partnered with the Yellow Springs Chamber since we opened nearly four years ago. The annual Marketing Plan has been a very cost-effective way to promote our business to a wider audience than we ever could have reached on our own. The Chamber's efforts have been very helpful in driving traffic into our taproom by constantly and repeatedly getting our name in front so many people beyond Yellow Springs.

It's evident that their positive public relations plan is working for us and the entire Yellow Springs business community when you look around our taproom on any given weekend and see so many new faces and hear our customers talk about all of the great things Yellow Springs has to offer.

2016 ACCOMPLISHMENTS +

- Invested nearly \$215,000 to support our mission, our members and the community
- Partnered on new events, SpringsFest and Yellow Springs Open Studios, to support the arts and increase local commerce.
- Developed web portal with business information including available sites plus zoning and building permit requirements.
- Developed promotional video focused on doing business in Yellow Springs that featured new business DMS Ink
- Increased Facebook Fan Base by over 5000 taking us to nearly 51,000 fans
- Improved Website Stats by 20% with 293,829 visits to the Chamber website and 803,560 page views from 214,000 unique users