

2017 ANNUAL REPORT

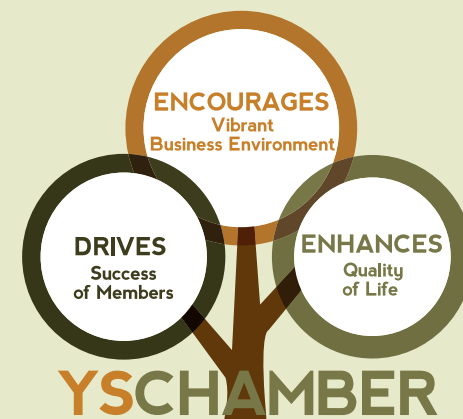
2017 accomplishments

- Assisted in the attraction of Cresco Labs as the anchor tenant at the CBE
- Held ribbon cuttings for new or expanding businesses Lady Loom, House of AUM and Clem & Thyme Nutrition
- Invested nearly \$234,000 to support our mission, our members and the community
- Partnered on group advertising for the Miami Valley Trail Map and Ohio Magazine Giveaway Days
- Hosted two successful Street Fairs and partnered on other successful events including SpringsFest, YS Open Studios and Holiday in the Springs
- Developed promotional video focused on doing business in Yellow Springs featuring Yellow Springs Brewery
- Increased Facebook Fan Base by over 3000 taking us to over 54,000 fans
- Improved Website Stats by 5% with 310,812 visits to the Chamber website and 822,071 page views from 229,769 unique users
- Printed and distributed over 30,000 Visitors Guides



2018 goals

- Support Cresco Labs and other new businesses wishing to locate in Yellow Springs
- Collaborate with local organizations focused on localization efforts to support local businesses
- Participate in the development of a strategy to attract new businesses to Yellow Springs
- Develop a webpage to promote event venues
- Support efforts to improve cycling and pedestrian infrastructure with the Village Active Transportation Plan



ROOTED IN A STRONG COMMUNITY

Public Service
Vibrant Downtown

Entrepreneurial Spirit
Innovative Schools

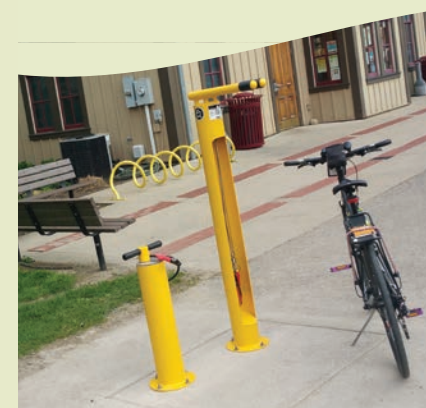
Parks & Trails
Arts & Culture

YSCHAMBER

YELLOW SPRINGS CHAMBER OF COMMERCE

enterprising ideas + meaningful support

ROOTED IN A STRONG COMMUNITY



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



Increasing the value of your Membership.

301
TOTAL
MEMBERS

37
NEW MEMBERS
IN 2017

thanks to our partners in 2017

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

MARKETING & EVENT SPONSORS: Young's Jersey Dairy, Mills Park Hotel, Village of Clifton, Brandeberry Winery, Baldwin Properties, House of Ravenwood, Asanda Imports, Yellow Springs Arts Council, Current Cuisine, House of AUM, Dark Star Books, Yellow Springs Brewery, Dunphy Realty, The Winds Café, Village Artisans, Lady Loom, Wildflower Boutique, Yellow Springs Pottery, Miami Valley Pottery, Miguel's Tacos, Rails to Trails Conservancy, Greene County Convention & Visitors Bureau, WYSO

MEETING SPONSORS/HOSTS: Soin Medical Center, Greene Memorial Hospital, Anderson Williamson Insurance Agency/Erie Insurance, Antioch College, Southern Ohio Chamber Alliance, Friends Care Community, YS Federal Credit Union, WesBanco, Bing Design, Reichley Insurance, Ehman's Garage, DMSink, S&G Artisan Distillery, Yellow Springs Brewery, TechAdvisors, US Bank, Craig Measure, Emporium Wines, Stoney Creek Garden Center, GLD Enterprises, Village of Yellow Springs, Mills Park Hotel

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

board & staff



Nick Gaskins,
Chair



Ann Simonson,
Vice Chair



Sarah Courtright,
Treasurer



Gery Deer,
Secretary



Minerva Bieri,
Member at Large



David Ehman,
Member at Large



Wendy Pace,
Member at Large



Karen Wintrow,
Executive
Director



Alexandra Scott,
Special Events
Coordinator

Ex Officio Members

Dawn Boyer, *YS Schools*
Dave Boyer, *WPAFB*
Brian Housh, *Village of Yellow Springs*
Craig Measure, *Past President*

Outgoing Members

Sheila Dunphy-Pallotta
Randy Gifford
Bruce Grimes
Molly Lunde
Danyel Mershon
Thanks for your service!

chamber partnerships

Driving success of our members

We love when our YS Chamber members share their expertise at a Chamber Chat. In 2017, US Bank, GLD Enterprises, TechAdvisors, Reichley Insurance and the Village of Yellow Springs all hosted Chamber Chats to educate our members on topics of great interest like business financing, public relations, cybersecurity, insurance and water. Through this venue, hosts connected directly with potential customers in a relaxed atmosphere while they addressed individual questions and concerns.

Business After Hours events are also an excellent way for YS Chamber members to connect with their fellow members and show off their own locations. We were pleased to have events this year at DMS Ink, Stoney Creek Garden Center and Antioch College Herndon Gallery with our Annual Meeting at Mills Park Hotel and Holiday Party split between S&G Artisan Distillery and Yellow Springs Brewery.

Every year we look for new topics, hosts and venues for YS Chamber events. In addition to the networking opportunity, we provide extensive pre-event promotion of the event and subject matter with links to host websites. This is a partnership that benefits all involved.



community investment

Enhancing quality of life

- Provided YSHS Graduating Senior Scholarship (August Knemeyer)
- Donated to several non profits including Yellow Springs Police Department Kid's Coat Fund, Yellow Springs Food Bank and Greene Medical Foundation Circle of Victory
- Sponsored Miami Township Fire & Rescue 9-11 Memorial Stair Climb; Community Solutions Economics of Happiness Conference; Restorative Justice Symposium at Antioch College; YSAC Art of Distinction Award and Wheeling Gaunt Sculpture Project; Golf Outings for Miami Valley Military Affairs Association, Roads to Recovery Autism Support Group, and Greene Giving
- Enhanced Yellow Springs Station with landscaping and a new Bike Fix-It Station (with support from MTRF)
- Partnered on fundraisers with Mills Lawn PTO (Gingerbread Fest) and YS Arts Council (YS Open Studios)
- Hosted Shred-It Yellow Springs for Earth Day



year of the trail

Encouraging a vibrant business environment

In 2017, local, regional and state agencies joined together to highlight how the extensive Ohio trail network contributes to the economic and environmental well-being of communities across the state and to the health of its citizens.

Locally it began on April 8 at when the YS Chamber partnered with the Rails-to-Trails Conservancy Midwest Office to host Opening Day for Trails. On April 27, a ceremony to celebrate Yellow Springs as a new Trail Town on the 1,400+ mile Buckeye Trail during the Buckeye Trail Fest held at Glen Helen. That was followed by the Miami Valley Cycling Summit, hosted by Greene County and held at Wright State University in May to gather cycling and trail enthusiasts from the region to advance projects and policy that support cycling. Finally, the International Trail Symposium, held in Dayton, brought hundreds of trail professionals and enthusiasts from around the world including a group to Yellow Springs to enjoy Glen Helen, the bike trail and Yellow Springs Brewery.

In recognition of these events, Yellow Springs and Greene County named 2017 the Year of the Trail. Then with the support of the Ohio Trails Caucus, a bipartisan group of state elected officials committed to connecting Ohioans via a statewide trail network, a resolution designating 2018 as "Ohio's Year of the Trails" passed unanimously at the end of 2017.

