

YSCAMBER

YELLOW SPRINGS CHAMBER OF COMMERCE

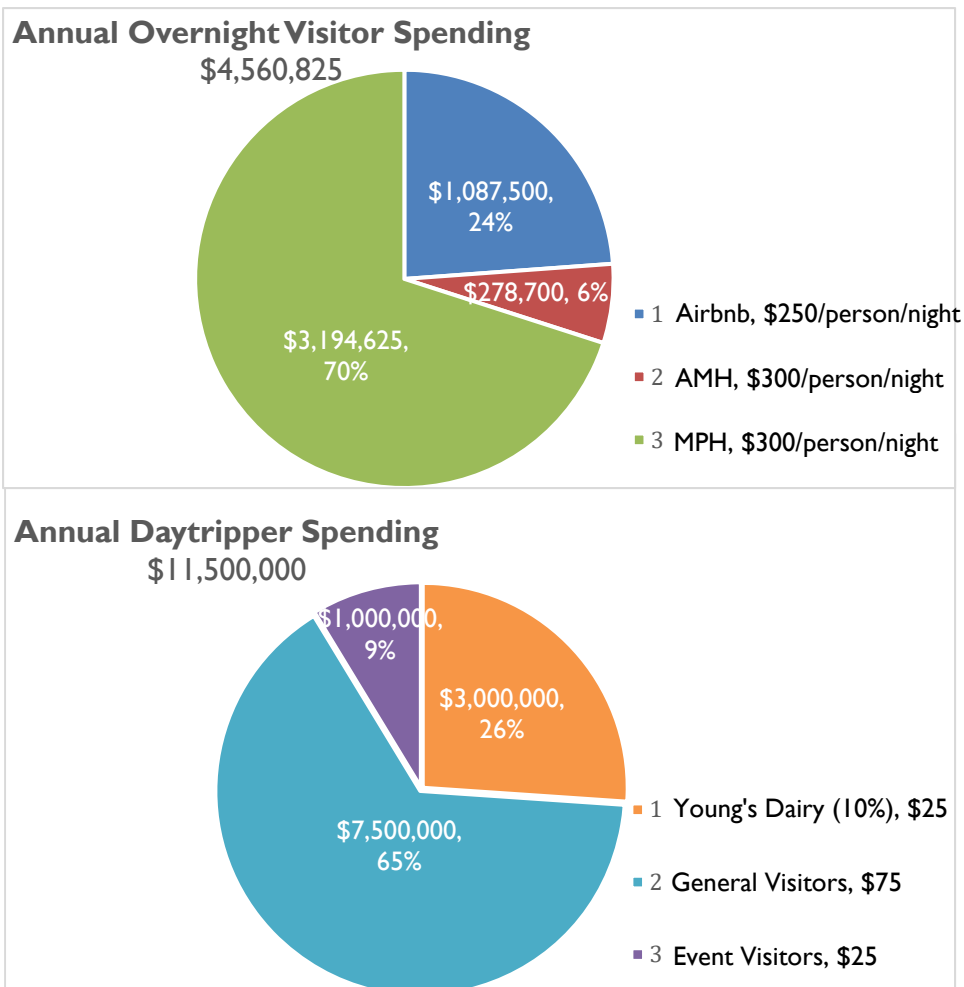
enterprising ideas + meaningful support

May 1, 2018

Financial Impact of a Vibrant Downtown on the Yellow Springs Economy

In an effort to quantify the financial impact of our vibrant downtown entertainment area that supports villagers and visitors alike, the YS Chamber did an analysis of information we had accessible to us and also utilized a 2016 report from Tourism Ohio on tourism spending.

In determining the number of overnight visitors, we utilized known lodging tax paid by Arthur Morgan House and Mills Park Hotel to estimate their number of guests annually. We also determined that there are 29 transient lodging rooms available and estimated an annual occupancy of 150 nights per location. For daytrippers, we used a percentage of visitors to Young's Dairy, estimates of daily visitors throughout the year and event estimates. We then used the average daily spending per person from Tourism Ohio to develop the total financial impact of our destination economy to be \$16,060,825.

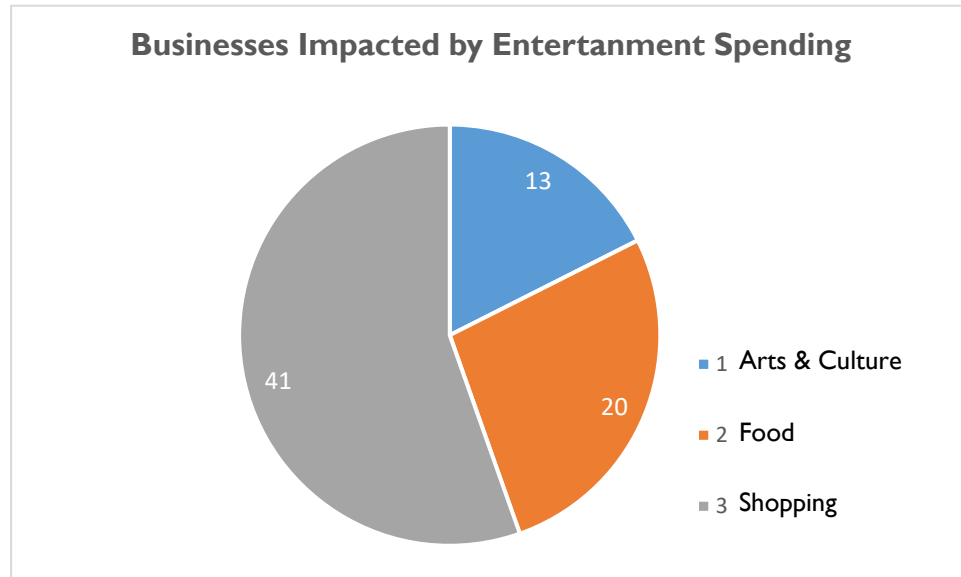


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Another important factor to consider of the impact on the downtown business district to the local economy is employment and income tax revenue to the Village. From the YS Chamber member list and Redbook, we determined that there are 74 shops, restaurants and organizations impacted by villager and visitor entertainment dollars as indicated in this chart.



Using employment numbers from YS Chamber membership records and estimates from non-chamber members, it was determined that approximately 474 people are employed by these businesses on both a full and part-time basis. Further extrapolation was done to determine the financial impact of those employees using the following formula:

full-time equivalents = 209 employees
business days/year = 312
hours/day worked = 8
wages/hour = \$8

This formula estimates annual wages to service workers in the businesses identified as \$4,133,376. Using that figure, you can determine that the local income tax withheld at 1.5% is \$62,600. Please note that this income tax revenue projection doesn't include local income tax paid on net profits from owners of businesses or lodging establishments.

It is our view that the Yellow Springs Experience is the entire package of activities, destinations, events, shopping and dining in Yellow Springs and that the package has a positive impact on attracting not only visitors but residents and new businesses to Yellow Springs. We've also included information from other communities on the impact of being a destination to the general well-being of a community. And note that on the Tourism Ohio piece, the consumer preference for millennials is strongly with experiences rather than material goods increasing the importance of supporting events in a community as millennials grow in number and income.



TourismOhio

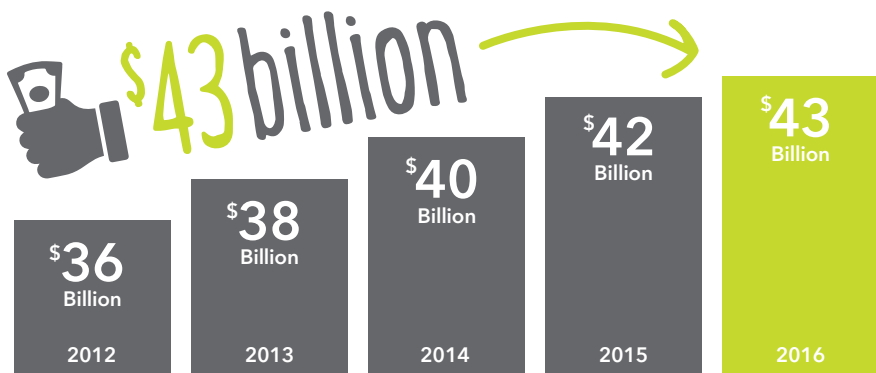
2016 Tourism Economic Impacts



find it here.[™]
ohio.org

Visitor Spending:

A 20% increase since 2012



Estimated direct visitor spending of \$34 Billion generated approximately \$43 Billion in sales.

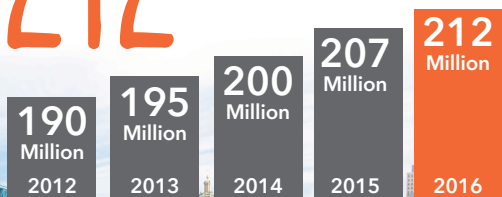
Tourism Supported Jobs:

427,000

Up from 420,000 in 2015

Tourism Visits:

212 million



Average Spending Per Person:



\$111/daytrip



\$360/overnight

Consumer Preference:

A study by Harris Group found that 72% of millennials prefer to spend more money on experiences than on material things. The demand for live experiences is happening across the generational board.



Ohio River Paddlefest in Cincinnati

Not just big fun, big business.

Data sourced from: Tourism Economics

TourismOhio reports tourism industry values using direct and indirect impacts.

Dager: Tourism should be on next governor's to-do list

Luconda Dager, Guest Columnist

Published 3:37 p.m. ET Jan. 20, 2018



(Photo: Submitted)

As the race to the statehouse heats up and we all consider who will be Ohio's next governor, a number of important issues will be discussed.

As president of a 104-year-old manufacturing company that's a significant Licking County employer, I will of course be watching the top issues that impact the success of our company and the health of our local economy: taxes and healthcare. In addition, we here in Licking County, and especially at Velvet Ice Cream, want to hear how gubernatorial candidates will approach agriculture policy. We work closely with farmers, supporting them and using the ingredients they produce in our ice cream. The Ohio Department of Agriculture can have significant impact on the ag industry in Licking County, and we're eager to see how the candidates view agriculture.

While the low unemployment rate we enjoy here in Ohio is a blessing for our economy, it also presents major challenges for businesses seeking to attract top talent. Thus, education must also top the next governor's list of tasks to tackle. A well-educated workforce is key to maintaining a robust economy. Strong early education is crucial. But also, reigning in the cost of a college education and ensuring that it's affordable to high school graduates needs to be part of the equation.

Quality-of-life impacts our ability as a state to retain and attract employees. A governor who supports the state's \$43 billion travel industry not only promotes a clean and growing industry, but also works to make the state more attractive to those much-needed workers. By retaining Ohio's best and brightest, and by luring new educated workforce to the state, we improve the situation for our employers and continue to strengthen our economy.

But tourism isn't all fun and games. It is a viable and important part of our economy. Too many outside of the industry envision minimum wage and part-time jobs. However, that is a misnomer. Many of those jobs are professional positions. Well-paying jobs such as general managers, marketing directors, food engineers and others add to our economic viability. It is important for our next governor to not only understand tourism's power, but also its potential – and support investment in its growth. Our neighbors in Michigan outspend Ohio's \$10 million investment in tourism by more than three times, with a \$34 million tourism marketing budget. West Virginia recently increased its tourism marketing budget to \$20 million. It is proven that every dollar spent by a state tourism agency can return \$10 in revenue and spending to the state. Thus, in order to remain viable in this highly competitive industry, it's crucial that Ohio's budget support tourism in a meaningful way.

At Velvet Ice Cream's Ye Olde Mill, we see more than 150,000 visitors a year during our season. This year tourism was up so much that we opened earlier than ever on April 2. Those new visitors meant we added employees and entertainment and purchased more supplies to welcome and serve them. Our additional investment enhances the local economy. Each of those visitors buys lunch, ice cream and souvenirs. But travelers also pump significant revenue throughout our county, filling up at our gas stations, staying in our hotels and visiting our attractions. In fact, visitors spend more than \$356 in our county every year. Not only is tourism a major part of Ohio's economy, but it has potential to grow much more. And it significantly impacts actual and perceived quality of life, which can further attract a quality workforce and make Ohio an even more wonderful place to live and work.

Overall, we here in the Buckeye State enjoy a healthy environment for business, which has ensured a strong economy for us all. Licking County business leaders are eager hear what plans gubernatorial candidates have for fostering a rich ecosystem in which our businesses can continue to thrive.

The fourth-generation to run her family's company, Luconda Dager is president of Utica-based Velvet Ice Cream, a major employer and community partner for Licking County. Dager is a regular contributor to the Business Advocate, writing a monthly column on topics that are important to the area's business community.

Read or Share this story: <http://ohne.ws/2G1ap90>

Why Cities Should Invest in Festivals

"There is a cheaper, more equitable path toward creating culturally vibrant cities, one that requires less public funding and much less steel and glass,"

Wynn wrote in a recent opinion piece promoting investments in festivals over museums in the *Des Moines Register*.



Image: WaterFire Providence/Flickr

Summer weekends around the U.S. are replete with music festivals. But dig a little deeper and you'll find plenty more unique events to attend – including festivals that celebrate Shakespeare, kites, film and art, Halloween, food trucks, agriculture, beer and more.

Cities are investing in festivals, for good reason.

When done right, festivals promote a city's brand, increase tourism, foster the arts and community involvement and increase revenues for the municipality and local businesses. They can even revitalize a city and spur sponsorships.

Branding and Tourism

According to the National Research Center, Loveland, Colo., uses its annual Fire and Ice Festival to grow the brand of "America's Sweetheart City." The event, featuring a downtown snow sculpture and fireworks, coincides with Valentine's Day and attracted 24,000 people in 2016, making it one of the largest events on its kind in the nation.

Each September, Loveland also puts on "Pastels on 5th," a sidewalk chalk-art festival that highlights Loveland's internationally renowned arts community.

Both events raise Loveland's profile "in the most beneficial ways possible," City Manager Bill Cahill said in an interview with the [National Research Council, Inc.](#)

Community Involvement

Chandler, Ariz., hosts a variety of events: There's an Ostrich Festival, a Cinco de Mayo Celebration with Chihuahua races, a Tumbleweed Festival, jazz and Greek festivals and more.

These events, according to [Chandler's website](#), "showcase our people, our heritage, and our values ... and strengthen community bonds."

Even the small town of Forest City, Iowa, is getting into the festivals game.

The inaugural [Tree Town Music Festival](#) took place Memorial Day Weekend in 2014 after six years of planning by a private group. This festival bills itself as the “Midwest’s premiere country music destination festival,” and offers camping and glamping.

While some festivals provide a financial bump for local businesses, others help to drive the economies of the region in which they are located.

The Sundance Film Festival generated almost \$63 million in 2015, according to a [study from the University of Utah](#). An estimated 46,100 filmgoers spent on car rental, lodging, dining, transportation and retail, according to the study.

In Providence, R.I., [WaterFire](#) is the big fish.

The unique festival features around a hundred metal, flaming braziers set into the middle of a downtown river that fire tenders, dressed in black, fill with wood and keep alight from small boats. Attendees stroll, take gondola rides or dine al fresco at restaurants that border the river while listening to instrumental music coming from speakers hidden along the tributary.

The non-profit [WaterFire](#) is credited with helping to pull Providence out of its economic decline, which began in the 1930s.

The immensely popular festival, founded in 1994, has been called the “crown jewel of the Providence renaissance.” Hotels and high-end condos, which have since been built around the rerouted river, use WaterFire images for promotion. Rooms and tables with a view are reserved months in advance.

WaterFire attracts 1.1 million people to downtown Providence each season, has an annual impact of \$114.3 million from visitor spending and creates 1,294 jobs, [according to the organization](#).

There are 13 Waterfire events scheduled for 2016, each with a different national sponsor, such as Bank of America, National Grid, Waste Management and CVS.

In fact, sponsorship of festivals is up around the country.

According to a recent study from [IEG Sponsorship Report](#), sponsorship spending on fairs, festivals and annual events is expected to total \$878 million in 2016, a 2.1 percent increase from 2015.

Public Private Partnerships

Many festivals employ the use of existing public space and don’t require new construction to run. This makes them nimble and able to “switch venues and change up programming if necessary,” according to Jonathan Wynn, associate professor of sociology at the University of Massachusetts Amherst,

In his research, Wynn found that the most successful U.S. festivals are created organically through public-private partnerships.

“Festivals are really successful when they are generated by a subcultural infrastructure of alt-weekly magazines and music venues, then winning support of [convention and visitors bureaus], chambers and city halls,” he said.

[#cultural development](#) [#festivals](#) [#music festivals](#) [#public private partnership](#) [#tourism](#)

8 Amazing Facts About Downtowns

“What do downtowns have to do with tourism?”

I was speaking at a conference and afterwards a woman approached me and asked this very question. I couldn't pass up an opening like that and instantly started spouting statistics. Before I knew it, about fifteen people had gathered around and were jotting down notes as fast as possible.

One gentleman noted that the tourism and downtown folks in his city never really talk to each other; everyone does their own thing. Half a dozen other people echoed the same sentiment. Sound familiar?

After I rattled off a few more facts and figures, a member of the impromptu meeting said, “That's amazing stuff. Can you come and tell this to our community?”

It is amazing stuff and it made me realize that, although I certainly understand the power of a great downtown, many professionals don't.

I'm well-known for sound bites, so here are a few you can share:

1. The heart and soul of every community, besides its people, is its downtown. The health of a community can instantly be portrayed by the vitality of its downtown. It is the litmus test for all your economic development efforts – both tourism and non-tourism. Downtown provides that all-important first impression of the community that answers the questions: “Is this a place I'd want to live? A place my employees would want to live? A place I'd want to hang out? Show off to friends and relatives?” If you want people to visit your community, to open or relocate a business there, or move to your town, downtown needs to be a place they'd enjoy spending time in.

2. The number one activity of visitors throughout the world is shopping, dining and entertainment in a pedestrian friendly setting. It's typically not the reason we go to a destination, but it is the top diversionary activity of visitors once they're there.

3. Consider this: The average visitor is active 14 hours a day, yet they only spend four to six hours with the primary activity that brought them there. Then they spend eight to ten hours with diversionary, or secondary activities. Diversionary activities are things they could do closer to home but will do while in town. As an example, Branson, Missouri hosts 7.5 million visitors a year, and the average visitor will see one or two shows a day, totaling approximately four hours. The 49 theaters are what brings them to town (the primary lure), but once there, they spend the rest of their time shopping, dining, at theme parks and attractions, or on recreational pursuits: hiking, biking, boating, fishing, golf, etc.

4. Here's the amazing statistic: Secondary activities are where 80% of all visitor spending takes place. It's ok to be a “diversionary” activity. When we're out fishing or hiking or biking, we are not spending money. When we are competing in a sports game, we are not spending money. But when we're done, guess what? We're off looking for the nearest watering hole, great shops, restaurants, and entertainment. Why did Disney build Downtown Disney outside of Disney World? To capture that other 80% of visitor spending. Smart move.

5. Curb appeal can account for 70% of visitor sales at restaurants, golf courses, wineries, retail shops, and lodging facilities. Amazing isn't it? You could spend millions of marketing dollars to pull people into your community, but none of that will make a visitor walk into a restaurant or retail shop and say, "Here's my credit card." The merchant must do that. It's that old adage of "you can lead a horse to water, but you can't make him drink." Many merchants have no idea how to pull customers in the door by presenting a beautiful, welcoming entry with planters, benches, attractive signage and window displays.

We all travel. Have you ever uttered these words: "That looks like a nice place to eat." Other than asking a local, or finding where the most local pickup trucks are parked, this is our only other clue to help make a decision.

6. If local residents do not hang out in your downtown, neither will visitors. Visitors are not looking for "best kept secrets" or "solitude" when downtown. They are looking for places where other people go. They want to be in a lively, thriving environment. If downtown has the activities and attractions to draw residents, visitors will want to go there too. The number one reason people travel is to visit friends and relatives. When they visit you, where do you take them? That's what I thought.

7. Then there's the 10+10+10 rule or the "Rule of Critical Mass." After researching 400 towns and downtown districts in the U.S. and Canada, we found the minimum critical mass it takes to make downtown a destination. In just three lineal blocks (not square blocks) you must have a minimum of ten places that serve food: soda fountain, bistro, café, bakery, confectionary, sit-down restaurant, coffee shop, to name a few. The second ten are destination retail shops. These are NOT big box and chain stores, but ten specialty shops. These might include galleries, clothing, outfitters, artisans in action, wine shops, books, antiques (not second hand stores), home accents, gardening and gourmet cooking stores. And the third ten: Places open after 6:00, preferably entertainment.

8. And that brings us to today's most important and amazing statistic. A full 70% of all consumer spending (locals and visitors alike) takes place after 6:00 pm. Are you open? And you wonder why downtowns are dying while lifestyle retail centers are thriving.

For you in the tourism industry, consider this: people spend the night where there are things to do after 6:00. Not just dining, but also shopping, activities or entertainment. Few people, particularly leisure travelers, want to be holed up in a hotel room twiddling their thumbs watching reruns of Fear Factor.

These few statistics are why more and more Destination Marketing Organizations are now being forced to step out of the comfort zone of focusing all their efforts on marketing, and into the realm of product development. After all, a good product sells itself, and many downtowns need work to become a good product. Tourism and downtown professionals should be joined at the hip. Get cozy.

- Roger Brooks

September 1, 2016

Through personal contacts and newspaper research, I was able to gather the following information describing the policies of regional communities on support for events.

Troy Strawberry Festival

Organized by The Strawberry Festival committee who coordinate with city staff and the Troy Chamber through regular meetings.

Once/year, first weekend in June; Friday evening, Saturday and Sunday in two locations along the levee and in the center of downtown. Parade Saturday morning, three stages and a 5k.

- City of Troy provides \$50,000 in support services for the festival including facility layouts, staff time and talent, and a host of in kind services. And they don't charge for smaller events.
- Per Mayor Beamish, the primary mission of the event is to assist non-profits in fundraising which has a long range benefit to the community but there is a tremendous economic benefit during that weekend for Troy's small businesses, restaurants, hotels etc.

<https://www.facebook.com/troystrawberryfestival/?fref=ts>

Centerville Americana Festival

4th of July on Rt 48 in the heart of Centerville. This is a vendor festival with entertainment, etc and fireworks at the end of the evening.

- City of Centerville and Washington Township each give \$15,000 to the festival organizers.
- City of Centerville provides all support services throughout the year for planning and execution. The City Manager estimates about \$15,000 in overtime for the event.

Xenia Community Festival

Organized by a separate volunteer committee but the Chamber supports.

3rd Weekend in September in Shawnee Park. Friday evening and Saturday with a parade Saturday morning on Rt 68.

- Representatives from the City, Police, and Fire departments assist in planning and event coordination with no charge to the committee.
- City gave \$500 grant last year for portajohns
- City administration and Council feel it is important to have the festival and see the short & long term financial benefits as well as the positives it brings to Xenia.

Xenia Independence Day First Friday

Organized by the Xenia Rotary with \$24,000 in donations going to the fireworks themselves.

1st Friday in July. First Fridays happen May-September

- The City of Xenia provided about \$9,000 in overtime for staff, portable toilets, insurance and trash removal.
- They also support the other First Fridays in the same fashion but each of those costs only about \$1000 each for a total of \$4000.
- Per Lee Warren, Xenia Public Relations Coordinator "The City of Xenia recognizes the huge positive impact of both the First Friday events and the Fireworks Festival in our community and their inherent quality of life benefits"

Bellbrook Sugar Maple Festival

Organized by a separate volunteer committee but the Chamber supports.

4th weekend in April, Friday evening, Saturday, Sunday in their city park and on the two main streets.

- Festival committee does all the work with support from the City and Parks
- For most of the years, the city and park budgets include this Festival weekend.
- There have been times where the committee will reimburse the City or Parks for extra or unforeseen items/costs.

Fairborn Halloween Festival and Zombie Walk

Organized by the Fairborn Chamber

Weekend before Halloween. Friday evening and Saturday on Central Ave in downtown Fairborn.

Includes vendors, entertainment, rides and Foy's attractions.

- The Chamber handles the organization, planning and staffing
- The City requires an event form and provides Police, Fire, sanitation, etc. during and after the event at no charge.
- Foy's assists the Chamber with the cost of portajohns.

Ohio Sauerkraut Festival (Waynesville)

2nd Weekend in October. Saturday and Sunday on the main street in downtown.

<https://www.facebook.com/Ohio-Sauerkraut-Festival-Waynesville-OH-239570725170/?fref=ts>

- We've received no response from outreach to the Waynesville Chamber but we've been told that the Village of Waynesville does charge the Chamber for support services
- It is important to note that Waynesville was on fiscal emergency with the State until April, 2014 and they have a budget that is 75% smaller than ours.
- Waynesville Schools participation
 - Parking at the school
 - Busing to the festival from several locations in town
 - Use of schools for drop off and storage of sauerkraut
 - Use of kitchen for prep of items to sell
 - Use of concession stand for storage and prep
 - Use of skidloader to move supplies around the festival during event
 - School vans transport items that were delivered to the schools to the festival
 - There is no rental fee, but there is also no cost to the schools.
 - Moneys from paid parking used to pay bus drivers, fuel cost, etc. Additional funds go to the athletic dept.
 - Athletic boosters sponsor food booths that bring in \$5-7000 annually. Without that income, the cost for participating in sports would be higher for schools and/or parents.

Respectfully Submitted,
Alexandra Scott
Street Fair Coordinator