

2018 ACCOMPLISHMENTS

- Welcomed new or expanding businesses including Cresco Labs, Calypso Grill, Yellow Springs Toy Company, Basho Apparel, Lagom Loft, and Rose & Sal Mercantile.
- Served on the Economic Sustainability Commission to further the development of a designated community improvement corporation for Yellow Springs, revive the revolving loan fund, and create a marketing strategy for the CBE.
- Convened the Local Food Collaborative to propel interest in expanding our local food economy.
- Developed a webpage to promote the event venues and amenities in Yellow Springs.
- Prepared a report for Yellow Springs Village Council estimating the total financial impact of the Yellow Springs Destination economy to be \$16,060,825.
- Collaborated with Rails to Trails Conservancy Midwest and the Village of Yellow Springs to host Opening Day for Trails, encourage construction of the Yellow Springs-Clifton Connector, and develop the Village Active Transportation Plan.
- Hosted 10 member events, providing networking and education opportunities to over 300 members.
- Invested over \$265,000 to support our mission, our members, and the community.
- Partnered with Marketing Plan Members to invest over \$15,000 in paid media, including Ohio Magazine Giveaway Days and Columbus Monthly Best Driving Vacations.
- Hosted two successful Street Fairs and partnered on other successful events including SpringsFest, YS Open Studios, and Holiday in the Springs.
- Developed a promotional video for the holidays featuring the joy of small town shopping, dining and family fun.
- Increased web traffic from social media between 12-15% for new users, sessions, and page views with Facebook specifically up 17% across all 3 metrics and direct traffic up 8%.
- Printed and distributed over 28,000 Visitor's Guides.
- Introduced Handcrafted 68 (Tasty Libations/Local Destinations) as a marketing tool to connect the craft breweries, distilleries and wineries in Greene and Clark Counties.



IMPACT

2018 ANNUAL REPORT



CELEBRATING THE PEOPLE,
BUSINESSES AND ORGANIZATIONS
WHO IMPACT OUR COMMUNITY.

2019 GOALS

- Support bringing new businesses to Yellow Springs with focus on the CBE and Millworks.
- Establish a Business Advisory Council to provide mentoring and support to small businesses and entrepreneurs.
- Deepen member engagement through improved communication, targeted benefits, and directed education and networking events.
- Support robust chamber committees to build capacity toward improved member services.
- Expand the Marketing Plan with more participants and focused advertising.
- Collaborate with local non-profit organizations to deepen the connections between the business and non-profit communities.
- Continue community collaborations to develop a community improvement corporation, explore more deeply the local food economy, and further improve our active transportation network.

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 Web, Print, and Social Media
- Educational & Networking Opportunities
- Advertising Benefits through the Cooperative Marketing Plan



345 TOTAL MEMBERS
42 NEW MEMBERS IN 2018

THANKS TO OUR
PARTNERS IN 2018

STREET FAIR: Greene Memorial Hospital, Soin Medical Center, Wagner Subaru, Cresco Labs, Yellow Springs Brewery, Bonbright Distributors/ MillerCoors, Village of Yellow Springs, Miami Township Fire & Rescue, Yellow Springs Schools, Young’s Jersey Dairy, Jackson Lytle & Lewis Life Celebration Center, DMS Ink, Universal Windows Direct

MARKETING & SPECIAL EVENT SPONSORS: Asanda Imports, Brandeberry Winery, Clifton Mill, Current Cuisine, Dark Star Books, Dunphy Realty, Glen Helen Ecology Institute, Greene Canteen, Greene County Conv & Visitors Bureau, House of AUM, House of Ravenwood, Import House, Jailhouse Suites, Lagom Loft, Little Art Theatre, Miguel’s Tacos, Ohio Silver, Peach’s Grill, Rails to Trails Conservancy, Rose and Sal Mercantile, The Smoking Octopus, The Winds Café, Village Artisans, Village of Clifton, Wildflower Boutique, Ye Olde Trail Tavern, Yellow Springs Brewery, Yellow Springs Toy Company, Young’s Jersey Dairy, Yellow Springs Arts Council

CHAMBER MEETING SPONSORS: Soin Medical Center, Greene Memorial Hospital, Anderson Williamson Insurance Agency/Erie Insurance, Southern Ohio Chamber Alliance, Reichley Insurance Agency, Friends Care Center, YS Federal Credit Union, WesBanco, Ehman’s Garage, S&G Artisan Distillery, Yellow Springs Brewery, US Bank, Craig Measure, Emporium Wines, Mills Park Hotel, Tom Koogler

CHAMBER MEETING PRESENTERS/BUSINESS AFTER HOURS HOSTS: Arthur Morgan Institute for Community Solutions at Agraria, Clem & Thyme Nutrition, Greene County Council on Aging, Matthew Cole CPA, Michael Martens, S&G Artisan Distillery, Stoney Creek Garden Center, US Bank, Village of Yellow Springs, Yellow Springs Brewery

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

BOARD & STAFF



Gery Deer,
Chair



Nick Gaskins,
Vice Chair



Sarah Courtright,
Treasurer



Wendy Pace,
Secretary



Ara Beal,
Member at Large



Minerva Bieri,
Member at Large



David Ehman,
Member at Large



Gariot Louima,
Member at Large



Karen Wintrow,
Executive Director



Alexandra Scott,
Special Events Coordinator

Ex Officio Members
Mario Basora, YS Schools, Gene Barnett, WPAFB,
Brian Housh, Village of Yellow Springs

Outgoing Members
Ann Simonson, Craig Measure, Dave Boyer
Thank you for your service!

COMMUNITY INVESTMENT

Enhancing our quality of life

- Yellow Springs Graduating Senior Scholarship (Michael Olesko)
- Yellow Springs Community Foundation Giving Tuesday Business Sponsor
- Earth Day Shred-It Yellow Springs
- 9-11 Memorial Stair Climb Sponsor
- Greene Medical Foundation Circle of Victory
- Village of Yellow Springs Staff Appreciation
- Yellow Springs Station Landscaping
- Yellow Springs Food Bank Donations
- Mills Lawn PTO Gingerbread Fest Partner
- Miami Valley Military Affairs Association Golf Outing Sponsor
- Roads to Recovery Golf Outing Sponsor
- Greene Giving Golf Outing Sponsor
- Wheeling Gaunt Sculpture Project Sponsor/Partner
- Tecumseh Land Trust Harvest Auction Sponsor

COMMUNITY IMPACT AWARD WINNERS

MILLWORKS

In 1991, two local families, Rod and Ellen Hoover and Sandra Love and Sam Young, began an odyssey that lasted nearly three decades when they purchased an abandoned industrial property at auction to create rental space for businesses in The Village of Yellow Springs. The property consisted of three acres of land with 11 structures, ranging in size from 1,500 square feet to 6,800 square feet.

The property first housed a cannery in the 1890s and eventually became the DeWine Seed Company in the 1930s. At the time of sale in 1991, it was largely unimproved, lacking bathrooms, heat, and, in some sections, even floors. There were also environmental issues to be resolved, or as Sandy Love described, “It was a little rough around the edges.”

The site grew to four acres when the owners purchased the parcel that fronts Fairfield Pike as well as an area used for loading docks along the bike path.

Millworks offered critical space for local business and light manufacturing to operate including truck repair, soy products production, plastic injection molding, medical data processing, and a resin casting operation owned by Sam Young. Over the years, as many as a dozen tenants have filled the 48,000 square foot complex.

Three local companies - EnviroFlight, Yellow Springs Brewery, and S&G Artisan Distillery - began and still operate at Millworks. In addition, the complex currently houses Gray’s Earthworks, Huntington Instruments, Sculptor’s Emporium, and Michael Jones Ceramics. Businesses located at Millworks fill the entire complex and engage more than 65 full or part-time employees.

Millworks owners provided a business space that has contributed to the economic vitality of Yellow Springs through jobs, taxes, utilities, and, most importantly, relationships with business owners and community leaders. They were savvy and diligent entrepreneurs who worked to further their vision: Yellow Springs is Open for Business!

We salute Ellen, Rod, Sandy, and Sam, four zealous visionaries who transformed an abandoned industrial complex into a vital and vibrant maker space for small businesses, artists, and inventors, thereby providing a true and lasting IMPACT on the local economy.



LITTLE ART THEATRE

In 1929, Dick and Mary Denison founded what was first called “The Little Theatre” on Xenia Avenue at Short Street. The name was suggested by Ernest Morgan, son of Antioch College President Arthur Morgan.

The Theatre was integrated peacefully in 1942 when students from Antioch College and nearby Wilberforce University staged a sit-in, planned with the help of Antioch faculty Jessie Treichler, Thomas Dowdell, and Herman Schnurer.

In the mid-1940s, Antioch College student Elizabeth Morss Graff created the signature house light murals, which stylistically depict Aztec, Incan, Native American, Egyptian, Asian, and Roman cultures.

The Art Theatre Guild of Scottsdale, Arizona purchased the property in 1955 and renamed it the “Little Art Theatre.” In one of several critical moments in the life of the Theatre, Antioch College purchased it in 1987 with President Alan Guskin calling it a “quality of life issue for Yellow Springs.”

Ellen and Rod Hoover acquired the building in 1990 while Jon Saari owned and operated the theatre business from 1990 to 1997.

After managing the Little Art Theatre for twenty years, Jenny Cowperthwaite purchased the business in 1998, and now serves as Executive Director.

October 2009 marked a new era for the Theatre, organizing as a non-profit corporation under the direction of the Board of Directors of The Little Art Theatre Association. Thanks to generous local and regional support, the first major renovation occurred in 2013 and included upgrading and refurbishing the Theatre, adding digital projection and sound, improving accessibility, installing new seats, and enhancing sight lines, all the while preserving and retaining its iconic houselights and beloved marquee.

2019 marks the Little Art Theatre’s 90th year as a movie theatre, Jenny’s 40th year as its manager/director, and the organization’s 10th year as a nonprofit.

We salute the Little Art Theatre Board, staff, building owners, and donors for showing great movies to Yellow Springs and the entire region. The Little Art Theatre provides a significant IMPACT through entertainment, education, and partnerships, making it the Best Place to Watch a Movie...Together...for 90 years!