

# **YELLOW SPRINGS ALLIANCE (YSA)**

## **An Alliance of Three Yellow Springs Organizations**

YS Chamber of Commerce ◦ YS and Miami Township Community Improvement Corporation ◦ YS Community Information Project

### **FACT SHEET**

1. What organizations are represented on the Yellow Springs Alliance? There are three organizations, which have economic development objectives, involved in the YSA:
  - Yellow Springs Chamber of Commerce
  - Yellow Springs and Miami Township Community Improvement Project
  - Yellow Springs Community Information Project
  
2. What is its mission and purpose?

The YSA will provide leadership for economic development activities that embodies community values; enhances the desirability of visiting, living, learning and working in Yellow Springs and Miami Township; and contributes to economic prosperity for the area businesses, organizations and the community as a whole.
  
3. What does the YSA mean when by economic development?

*Here are some broad ideas regarding economic development that we can work with:*

  - *Create and maintain jobs*
  - *Stimulate trade through visits to the area, cultural and environmental tourism, etc.*
  - *Attract investment*
  - *Diversify the local economy*
  - *Improve property and enhance value*
  
4. Why does the Village of Yellow Springs and the Miami Township need this new organization? The YSA has many advantages:
  - YSA is not a new organization – it is an alliance of three existing, non-profit local organizations working towards the same goals
  - It will strengthen the community's ability to retain, enhance and attract businesses.
  - It will clarify where existing and new enterprises can go for economic development information, assistance and resources.
  - It will consolidate technical expertise and resources to enhance the efficiency and execution of functions and services, including the expansion of staffing options.

- It will be strategically focused on securing funding from both public and private sources at the local, state and federal levels.
5. How will the trustees of YSA prepared to carry out its purpose and work?  
Several of the board members of the three organizations possess more than three decades of experience, expertise and commitment to issues of community-driven economic development. The YSA board will be formed from the boards of the individual organizations
  6. What role will the Yellow Springs Village Council and the Miami Township Trustees play in the work of the YSA?  
*The Yellow Springs Village Council and the Miami Township Trustees will bring vision, knowledge, experience and insight to the further development of the YSA and its work. They will also authorize the important investment of public funds in a comprehensive and unified effort to build and sustain a vibrant economy for the Yellow Springs area. All public funds will be matched at least 1:1 with other public and private funds over time. The YSA will provide regular reports to both entities including: written quarterly reports, an annual public presentation before the Council and Trustees, and an in-depth review in three years.*
  7. How will this organization and its work be financed? As part of the feasibility study conducted by the working group from May 2007 to the present, the group developed an ambitious yet realistic set of financial projections and plans. All three organizations – Chamber, Community Resources and CIP – have been successful in fundraising through grants and contracts, and earned income strategies for their respective organizations as well as through their professional and community work.

All public invested funds will be augmented with existing funds from other grants using both public and private sources and operations of the organizations to finance the overall YSA effort.

8. In what ways will the arts, culture and tourism be addressed through the YSA's work and economic development strategies?  
*The best economic development strategies build on local assets and values. The YSA's approach will employ community building strategies that employ cultural assets that have a direct impact to economic development. Working with directly with the Yellow Springs Center for the Arts Steering Committee, the YSA will look at research-based practices that support economic development through the work of individual artists and artistic companies, as well as for- and not-profit arts organizations.*  
*Here are a few ideas for the group to consider:*
  - *Emphasize the Village's enduring profile as a center for creativity and innovation.*
  - *Nurture artists and small cultural organizations as businesses and micro enterprises to increase employment and sustainability*

- *Create the right conditions for and engage in cultural tourism to strengthen existing resources and bring new resources to the community.*
- *Support artists and artists live/work spaces as anchors around which to build local economies.*
- *Cluster arts organizations as retail anchors as activity generators to attract and support other enterprises.*
- *Leverage the proximity of cultural amenities and the artists' touch to improve property and increase value.<sup>1</sup>*

9. How might residents learn more about the YSA?

- Open meetings—The YSA will conduct quarterly meetings that are open to the public.
- Ongoing communications—The YSA will implement a communications plan that provides ongoing information through the following methods: press releases, community meetings, paid advertising, feature articles in newsletters and on Web sites of principal organizations and other partners and sponsors, YSA Web site, and periodic broadcast emails.
- Community meetings—YSA board members will present at a wide range of community meetings including:

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<sup>1</sup> Borrup, Thomas. *The Creative Community Builder's Handbook: How to Transform Communities Using Local Assets, Arts and Culture*. Fieldstone Alliance, 2006.