

**Yellow Springs Forum
Workshop Reports
March 26, 2005**

This document is a synopsis of items within the summary report of each discussion group that in some way relates to the efforts of the CIP.

Educational Group

Arts/Culture opportunity with Antioch/ Community/K-12 schooling

- Plays, documentary films
- Build larger theater
- Creating works there
- Writing, Painting partnerships
- Opportunity with science partnerships also

Should promote educating mind, soul and body in Yellow Springs

Taxes/Public Revenues Group

Investment in the arts. It was asserted that there is an 8-1 return for every dollar spent on the arts. Neither the municipality nor the county currently supports the arts.

Provide incentives to educational institutions to develop new business starts in the way Antioch did in the past.

Approaches:

- Make use of Antioch McGregor's corporate relationships to encourage new business starts in Yellow Springs. McGregor teaches adults and is in touch with companies throughout the Miami Valley.
- Revitalize Antioch College through a community partnership that helps them to achieve goals that leads to high academic standards.
- Make use of technology transfer opportunities – collaborate with firms moving into village.
- Re-establish a "business incubator" in Yellow Springs. State funds available.

Economic Base Group

Expand focus to Center for Business and Education - Phase II and III

- Need to identify and attract businesses and people who fit with Center for Business and Education. Examples include:
 - Education Based Businesses that could
 - help with retention of existing business
 - serve as an incubator type business
 - Look at McGregor's strategic plan for ideas (Alternative Health)

- develop Creative and Science, Art, Creative class
- Market space opportunities for expansion of existing businesses
- Develop Yellow Springs as a place that attracts young people
 - Involve the Chamber and develop a focus for the Chamber
 - Loss of director of Chamber of Commerce is a challenge and an opportunity to develop a new scope of “services/functions.”
 - Membership in the Chamber is an opportunity to
 - Expand the scope of services to promote commerce and improve the image of Yellow Springs as a “good fit” for businesses

Housing Group

- Market composition needs
 - Seniors, Empty Nesters, Antioch, Young, Family housing

Smart Growth Group

Recommendations (from the subject matter expert)

- Yellow Springs has a definite identity; this should be identified and marketed as much as possible; similar to “brand name” labeling. Capitalize on existing strengths; compose a “motto” and market it. Take your unique qualities and use them to your advantage. (Example: Philadelphia = city of brotherly love).
- Look into the Main Street USA program from the National Historic Trust. They have a lot of good resources.

Government Services Group

- Generate a community initiative to enhance the Village’s capacity to undertake targeted, smart development initiatives in line with Village values
 - Review Chamber’s role in development
 - Involve the Chamber more fully in Village development and strengthen partnership between village administration and chamber
 - Chamber needs to look at two kinds of businesses: those that create few jobs (i.e. retail) and those that create many, and then hone in on those businesses with the potential to create jobs
- Facilitate redevelopment of vacant buildings/structures (commercial)
 - Determine why the buildings are vacant and what can be done with them? What is deterring redevelopment or utilization of these structures (i.e. utility costs, infrastructure problems, dilapidation)?