

| S R A G Y  | CIP INI IA IV   | CIP w/ PAR N RS             | NO CIP (R R O)           |
|--|-----------------|-----------------------------|--------------------------|
| <b>Communications</b>                                    |                 |                             |                          |
| "The Hook" Publicity Slogan/Advertising Campaign         | WYSO, Ads,      |                             |                          |
| Improve Promotional Materials                            | Brochures, Web  | Co C                        |                          |
| Cross-promotion of Venues & Businesses                   | Communication   | Co C                        |                          |
| Visitor Newsletter                                       | Lead            | Various                     |                          |
| Coordinate, Advertise, Celebrate Walkability             | Brochures, Maps | Co C                        |                          |
| Support Local Business Initiative                        | Ad, Benefits    | Co C                        |                          |
| Promote YS Area Recreation                               | Ad, Brochures   | Parks, YS Rec Bd Glen Helen |                          |
| Promote Housing of Newcomers Early                       | PR, Brochures   | Realtors                    |                          |
| Promote Benefits of Doing Business in YS                 | PR, Brochures   | Co C, CR, Vil Gov           |                          |
| Promote Quality of Educational Facilities/Options        | PR, Brochures   | ducators                    |                          |
| New Resident Outreach                                    |                 |                             | New or                   |
| <b>Events/Activities</b>                                 |                 |                             |                          |
| Expand/Improve Existing Venues                           | Meeting         | Co C, An Col                |                          |
| Market Agro and Tourism                                  | Meeting         | Glen Helen, L , Farmers     |                          |
| "A Taste of Yellow Springs" Food Venue                   | Meeting         | Co C                        |                          |
| Private Cooking Lessons                                  | Meeting         | Restaurants, Residents      |                          |
| Juried Art Fair  | Meeting         | Co C, Vil Gov, Arts Council |                          |
| Demonstration & Participation Arts                       | Assist in Promo | Arts Council                |                          |
| Walking & Historical Tours                               | Meeting         | GCCVB, His Soc, Art Am Mus  |                          |
| Bike Tours, Races & General Promotion of Trail           | Meeting         | B C, Co C                   |                          |
| Village Tea Market (Rte 72, Rte 68)                      | Meeting         | Co C, Vil Gov               |                          |
| July \$ All Day Venue                                    |                 | Co C, GCCVB                 |                          |
| Streetscape Enhancements                                 |                 |                             | Co C                     |
| Cultural Corridor Participation                          | Meeting         | Co C, Vil Gov, All Arts     |                          |
| <b>Facility/Site/Streetscape Issues</b>                  |                 |                             |                          |
| Spruce Up Yellow Springs Campaign                        | Ad Campaign     | everyone                    | Vil Gov                  |
| Improve Day on & Corry St Shopping Connection            | Signage, Maps   | Co C, Vil Gov, Merchants    |                          |
| Increase Parking Visibility, Accessibility, Availability | Meeting         |                             | Vil Gov                  |
| Identifiable Visitors Center with Parking                | Meeting         |                             | CoC, Vil Gov             |
| More Restrooms, Trash Receptacles, Benches               | Meeting         |                             | Vil Gov, DAC, Owners     |
| Welcoming Entrances to Village                           | Meeting         |                             | Vil Gov, DAC, Co C       |
| Streetscape Improvements                                 | Meeting         | ree Com.                    | Co C, Vil Gov            |
| Improve HC Accessibility of Streets & Buildings          | Meeting         |                             | Vil Gov, Acc Com, Owners |

| S RA GY                                | CIP INI IA IV | CIP w/ PAR N RS | NO CIP (R R O)        |
|--|---------------|-----------------|-----------------------|
| Hos el or Gues House                   | Mee ing       | An ioch College |                       |
| S RA GY                                | CIP INI IA IV | CIP w/ PAR N RS | NO CIP (R R O)        |
| <b>Operational Issues</b>              |               |                 |                       |
| x ended Shop Hours                     |               |                 | Co C                  |
| Convivial Shopkeepers & Residen s      |               |                 | Co C                  |
| O ice Co-op acili y                    |               |                 | Co C                  |
| <b>Major Initiatives</b>               |               |                 |                       |
| S ronger Chamber o Commerce            |               |                 | Co C                  |
| Communi y Developmen Agency            |               |                 | CR                    |
| Communi y hea re Group                 |               |                 | hea re Group, Blue Jk |
| Visual & Per orming Ar s Cen er        |               |                 | hea re Group, YSAC    |
| Down own Ho el                         |               |                 | CR                    |
| Improve Gradua e mploymen              |               |                 | mploymen, An ioch     |
| Incuba or Program                      |               |                 | CR                    |
| Seek Appropria e mploymen & Developers |               |                 | CR, Vil Gov           |
| Wireless Communica ion Sys em          |               |                 | Vil Gov               |
| ranspor a ion Ini ia ives              |               |                 | CR, Vil Gov           |
| Car Co-op                              |               |                 | New Group             |