

**Yellow Springs Forum
March 26, 2005
Job Two Results**

Government Services-included
Education-included
Housing-included
Tax & Pub Rev-only did 4 out of the 5
Economic Base-included

	Yes	No
Attract learners to our educational institutions	63	1
Attract new residents to our community	63	1
Attract people to shop, recreate, eat, or spend the night	61	3
Convince local businesses to grow here	62	2
Attract appropriate new business to Yellow Springs	63	1

Attract learners to our educational institutions

- Advertise
- Advertising arts/cultural services
- Develop better print materials for Antioch to get the word out (advertise)
 - Print and distribute class schedules
- PR
- Utilize publicity
- Focus on housing for young families
- Provide affordable housing
- Provide more affordable housing
 - To rent and buy
- Develop learning opportunities for retirees
 - At Antioch within the same classes as the students
 - Offer courses just for seniors/retired persons at a convenient location
- Express rich, creative, artistic, walk-able, delectable, tolerant, diverse, educated, healthy small town
- Develop a video
- Be first-rate institutions
- Support educational institutions
- Combine with Glen and other resources
- Provide jobs for graduates
- Promote healthy environment (air, etc.)
- Interesting programs
- Provide good physical facilities
- Actively promote attractiveness/availability to outsiders
- Provide high speed internet access
- Give learners a larger role in government/civic bodies (Chamber of Commerce, Council, Commissions)
- Mediate existence of cultural attraction

- Expand depth of cultural activities

Attract new residents to our community

- Senior living community
- Marketing
- Recognize that Yellow Springs residents commute and store hours are an issue (i.e., stores are closed before residents get back into the Village from work)
- Community becoming less diverse
 - Attract African-Americans
 - Look at community dynamics related to diversity issues (is affordable housing the problem?)
- Conduct research on why people don't want to live/stay in Yellow Springs (ask high school grads, college grads, etc.)
- Support new construction
- Housing (diverse, affordable)
- Jobs
- Good schools
- Viable downtown (young IT workers)
- Green spaces (including Western Greenbelt)
- Cultural resources and make them known
- Use empty housing stock to provide new housing for middle income residents
- Proactive interest in health of education institutions
- Develop tangible ways of rewarding academic excellence

Attract people to shop, recreate, eat, or spend the night

- Expand cultural/recreational opportunities
 - Business/store "hours of operation" expansion
- More PR for Yellow Springs activities/events
 - Other local newspapers
 - Ensure capacity for when an increased number of people do come (i.e., parking)
 - Parking garage (creatively decorated)
- More or better signage regarding locations, where to park, etc.
- Need more hotels/overnight accommodations for overnight capacity
 - Promote existing ones, have open houses
- Need some "bed & breakfast" businesses
 - Village allowed to have "bed & breakfast" establishments, but there are none, so need to be better promoted
- Downtown hotel or Village Inn
- Arts center
- Promote as walk-able/bike-able with multi-transportation modes
- Communicate Yellow Springs' story
- Extend business hours
- Monthly events (arts strolls)
- Marketing
- Quality schools
- Better paying jobs

- High perceived quality of life
- Affordable living
- Facilities to stay in
- Crafts, art, cultural fairs
- Diversity in retail
- Hospitality
- Analysis of departing residents
- Conduct both entrance and exit analysis
- Build condos for seniors
- Affordable housing for village residents
- Village and college collaboration – what can we as a village or individuals do to help?
- Look for older residents who move back to college area. They may be attending classes.

Convince local businesses to grow here

- Can't find the space/facility they need to grow
 - Look at vacant buildings/structure
 - Look at ways to accommodate those growing businesses (i.e., vacant lots/buildings)
- Village provide low-cost loans for business renovations
- Coach/mentor/consult
- Encourage local shopping
- Local bank (local currency?)
- Cheap space
- Parking
- Strengthen Chamber of Commerce
- Creative use of tax abatement
- Infrastructure funding support
- Incentives
- Parking
- Affordable housing
- Motorcycle rally
- Retain community uniqueness
- Preserve ambience of downtown area
- Adopt green design practices for commercial/residential
- Contact between businesses in downtown areas.
- Village and Chamber of Commerce jointly develop an explicit Economic Development Plan
- Openness to potential new businesses.
- Work/collaborate with county – more ways to enhance economic development of county. “Regionalism.” Use Montgomery County Edge Funds as example.
- Village and Chamber of Commerce look for cutting edge.
 - Natural Capitalism: Creating the Next Industrial Revolution by Paul Hawken
 - Also Amory Lovins
- Creative business incubator

Attract appropriate new business to Yellow Springs

- Antioch/McGregor are anchors
- When central business districts are at capacity, then look elsewhere

- Not retail, attract Antioch/McGregor alumni, and Yellow Springs high school graduates
- Center for Business and Education (visible gateway)
- Utilize the Center for Business Education
- Maintain economic vitality of Yellow Springs downtown
- Decide what is appropriate (identify niches) via a Task Force
- Identify appropriate businesses
- Communicate values
- Outreach
- Develop clear values statement as a touchstone, consistent message
- Consistent with education focus
- Design principles
- PR
- Hire promoter
- Identify available space
- Identify workforce