

ORDINANCE NO. 22-037

AN ORDINANCE TO PROVIDE FINANCIAL SUPPORT TO THE CANAL WINCHESTER CHAMBER OF COMMERCE

WHEREAS, the Canal Winchester Chamber of Commerce provides service to the business community of Canal Winchester, contributing to the City's commercial, cultural, and financial wellbeing; and

WHEREAS, Council determines that it is a public purpose, and in the interest of the City of Canal Winchester, and consistent with the provisions of the Ohio Constitution and the Charter of the City of Canal Winchester, to provide direct financial assistance to the Canal Winchester Chamber of Commerce;

NOW, THEREFORE, BE IT ORDAINED BY THE COUNCIL OF THE CITY OF CANAL WINCHESTER, STATE OF OHIO, THAT:

Section 1. Council authorizes the Mayor to enter into an agreement with the Canal Winchester Chamber of Commerce ("the Chamber") to provide a grant to the Chamber, to support the appointment of a full-time executive director, for a period of two years, with a City option for a third year based on the Chamber's achievement of metrics set forth herein, in the following annual amounts: sixty-four thousand one hundred sixty dollars (\$64,160.00) in year one; sixty-six thousand eight hundred forty-five dollars (\$66,845.00) in year two; and the amount of sixty-eight thousand five hundred eighty dollars (\$68,580.00) in year three if the City exercises its option for year three. Additionally, § such agreement shall include the following terms and conditions of accountability:

- (a) Year-over-year membership growth of fifteen percent (15%) each year;
- (b) Identification of new, diverse revenue streams and projections for same, to be included in a semi-annual report to the Mayor and Council; and
- (c) Reporting, annually, of incremental year-over-year revenue growth or decline, with goals of incremental revenue of twelve thousand dollars (\$12,000.00) for Year One; thirty thousand dollars (\$30,000.00) for Year Two; and for self-sufficiency at the end of Year Three and end of the City's funding contribution commitment.
- (d) That the agreement include a requirement that the Chamber permit a representative of Council to attend Chamber board meetings.

These terms shall be in addition to other contractual terms as mutually agreed and are consistent with the proposal submitted by the Chamber, attached for reference as Exhibit A.

Section 2. That this Ordinance shall take effect and be in force at the earliest date provided by law.

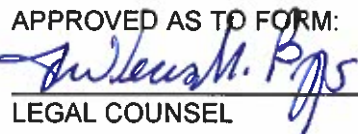
DATE PASSED 11-7-22

ATTEST 
CLERK OF COUNCIL


PRESIDENT OF COUNCIL


MAYOR

DATE APPROVED 11-22-22

APPROVED AS TO FORM:

LEGAL COUNSEL

I hereby certify that the ordinance as set forth above was published for a period of not less than fifteen days after passage by the Council, by posting a copy thereof in not less than three (3) public places in the municipal corporation, as determined by Council and as set forth in the Canal Winchester Charter.


Clerk of Council



Proposal for the Canal Winchester Chamber Investment

History and Baseline Data

The Canal Winchester Chamber of Commerce prides ourselves in developing close community ties with residents, city officials, and our school district. The organization is comprised of businesses, individuals and organizations dedicated to the promotion of business and the community.

Through partnership with local businesses, government, and leaders, we advocate for, and promote, a prosperous business community.

In the last 5 years, the CW Chamber has taken steps to streamline scope to provide a more valuable experience to our members:

- Eliminated overlapping efforts with the City's Workforce Development and Destination CW to allow the Chamber to create a specific identity and avoid conflicting events
- Relaunch brand, vision, mission, website
- Grew membership 8%
- Revamped sponsorship packages to increase value for higher cost levels, while adding more modest levels to appeal to the growing number of small business.
- Record attendance levels at annual awards dinner
- For the first time in five years, have enough money in savings to fund fixed business expenses for one year in case of an emergency
- Both Pickerington and Lancaster Chambers have copied & implemented many of our ideas and events

This was accomplished with 0.50 FTE of \$18,000 and countless volunteer hours from a small handful of dedicated board members. However, this is simply the bare minimum for a Chamber of Commerce to provide and it is not sustainable long-term. With rising expectations for online marketing & communications and the diverse needs of businesses in various growth stages, it is not enough to offer networking events and a directory listing.

All three local chambers are struggling with event attendance, but the CW Chamber is uniquely challenged with a much smaller footprint to work within.

With our membership manager position newly open again, this is a prime time to determine how best to move forward.

Goals & Outcomes

Goal	Outcome	Strategy	Timeline
5-year Strategic Plan	A comprehensive, holistic plan to support, advocate, and best serve CW and the business community.	Create committee of members, city officials, and other stakeholders to begin the planning process. Semi-annual updates will be available to the City.	Committee forms and meets – October 2022 Completion of plan by e/o 2023
Increase Membership	Increase membership by 15% annually	Networking with other area entities to build relationships. Build new and enhance current relationships and partnerships	On-going
Training & Certification Opportunities for members and community.	Offer training and certifications based on the needs of the business community	Survey businesses Contract with workforce development partners who offer training & supports (Ex: Buji Action Coach, state agencies, etc.)	Quarterly, ongoing
Increase Events and participation	Increased events will increase visibility, support CW and the business community.	Partner with Destination CW Survey businesses	On-going
The Future of Workforce	Creating a future workforce for youth to live and work in Canal Winchester.	Enhance partnership and support of CWLSD Work-based Learning programs and events.	On-going
Enhance Marketing & Messaging Platform	Professional, consistent, and attractive presence in the community.	Highlight videos, consistent messaging, speaking engagements, social media presence	To be included in plan as "Marketing & Communication" - on-going
Creation of diverse income streams	Decrease reliance on City Funding -or- add incremental value at the end of the study period.	Rejoin Chamber of Commerce Executives in Ohio, identify grants available, create advertising income	On-going