



2nd Annual Clintonville for the Holidays

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again, Malcolm Moore from Ace Beechwood Hardware will sell lights to Clintonville businesses "at cost." Last year businesses bought over 220 strands of lights. Decorate your storefront-and who knows-you may be one of 3 lucky winners contest.

3. Have fun in Clintonville on the Saturdays: Activities oriented for kids are being planned for Saturdays in late November

RELIEF EFFORT CONTRIBUTIONS

Many Chamber businesses provided donations of money and goods to the Clintonville Relief Fundraiser at Mozart's Bakery and Café on Saturday, September 22nd. The response by our area businesses exhibited the generosity and civic participation for which Clintonville is known. All proceeds went to the American Red Cross Disaster Relief Fund. Thank you!

and through December. The activities are free to everyone as long as they are participating in the Contest for Prizes program. All the activities are planned for indoors so that rain, wind, and cold won't be a factor. Stay tuned for more details.

If you weren't part of the Clintonville for the Holidays program last year we hope you will get involved this year. **To be included, we need your commitment by mid-October. Look for the sign-up contract enclosed or call 262-2790 and we'll sign you up.**

Networking + Barbecue = October BAH

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enjoy some Pig Iron BBQ at Ackerman Credit Union, 4255 N. High St. from 5:30 to 7:00 PM This is a great way to network and to enjoy delicious food from a new Clintonville restaurant.

The monthly Chamber Cashpot has not yet been claimed, but you must be present to win!

Laura Rolfe, Executive Director
Jeannette Nini, Program Coordinator

Staff

George Wolfe
John Smiley
Kristi Rounelotte
Cathy Riddle
Phil Moors
Bill Montgomery
Nora Huber
Bill Good
Don Falcoski
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Barbara Schwimne, Treasurer
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Sharon Daye, Vice President
Scott Smith, President

Board of Trustees

4219 N. High Street
Columbus, OH 43214



CHAMBER *notes*

OCTOBER, 2001

MARK YOUR CALENDARS

Saturday, October 6

1st Stop Before the Hop
11:00 AM to 7:00 PM

Friday, October 12

Luncheon Reservations Due

Thursday, October 18

Chamber Luncheon at
11:30 AM with Council
Candidates

Update on Commercial
Development with
Clintonville Incorporated
at 35 Oakland Park Ave.,
7:00 PM

Monday, October 15

Deadline to Receive 10%
Discount off Chamber
Membership Renewals

Thursday, October 25

BAH at Ackerman Credit
Union, 5:30 - 7:00 PM

Thursday, November 1

Chamber Membership
Dues Due

Check the web at clintonvillechamber.com for more!

PHONE: 614.262.2790

FAX: 614.262.2791

EMAIL:
lrolfe@clintonvillechamber.com

WEBSITE:
www.clintonvillechamber.com



Membership Survey: 85% Plan to Increase Sales...

Fifty-five Chamber members responded to this August survey

What are the reasons you are a Chamber member?

80% to promote my business in the community (for 42%: the most important reason)

78% to network (for 20%: the most important reason)

64% to participate in planning/development of the community (for 27%: the most important reason)

27% for social activities

16% for member benefits

Has your business been affected by the economic climate? (as of August)

42% yes and 49% no

In the next 3 years...

85% plan to increase sales and 4% plan to maintain business at current level Almost

70% of those planning to increase sales are willing to invest time and money in continuing education to achieve that goal. 50% are interested in courses in marketing.

The following # of people found these Chamber activities to be "very" or "somewhat" valuable:

87% Clintonville Phone Directory

72% Monthly luncheons

62% Networking events

60% Promotional events like concerts and street festivals

43% Discounted advertising opportunities

36% Participation on task force or committee

36% Member benefits like group discounts

...And Here are Some Suggestions

How can you increase your sales and weather tough economic times? The September 18 Clintonville Chamber luncheon provided suggestions from nationally-known market researcher Chris Boring of Boulevard Strategies,

Paul Carringer, of OC Communications, and Dr. Sandra Dickinson, Executive Director of OFEE (Ohio Foundation for Entrepreneurial Education).

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Welcome these Members



Meyers - Welsh Architecture + Design

Tim Welsh
22 E. Gay St., Ste. 701
Columbus, OH 43215
Phone: 221-9433
Architecture

Clintonville Home Furnishings

Peggy Belcher
3525/27 N. High St., 43202
Phone: 261-7472

New Furniture Retail Sales

Referred by: Factory
Furniture Warehouse

TASTE OF CLINTONVILLE

Yum! Thank you to these businesses who provided their delicacies for the September 27th Taste of Clintonville at the Business After Hours/Business Block Party: Clintonville Community Market, Colonial Candy Shoppe, Cup o' Joe, John Eagle Candy, Kroger, Melissa's Incredible Edibles, Mozart's Subway, and Weiland's.

NETWORKING + BARBECUE = OCTOBER BAH

Come grab some spooktacular treats at the October Business After Hours on Thursday, October 25th. Visit with your fellow Chamber members as you

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Now is the Time to Get These Benefits!

It's Chamber Membership Season. We value your membership and we invite you to bring in your business neighbors. Every member bringing in 5 business members receives fi off their own membership. Most important, your membership builds a strong organization to represent your interests to the broader community! Membership gives you:

Prime promotion for your company:

- ✓ Your company listed in 17,000 copies of the Clintonville Phone Directory
- ✓ Your company on clintonvillechamber.com and hot links to your site for free
- ✓ Your name displayed at trade fairs and festivals and referrals of your business from our office
- ✓ Discounted advertising for annual concerts and community events

Prime networking events:

- ✓ Monthly luncheons with relevant speakers

- ✓ Monthly Business After Hours at local businesses
- ✓ Special events like the Golf Outing, Celebration Dinner and Student Citizen Breakfast

Prime participation in economic development:

- ✓ A strong voice for Clintonville at city government
- ✓ Leadership in development projects for our commercial corridors
- ✓ The only chamber of commerce within Columbus

Prime benefits:

- ✓ Discounted health, workers' comp and wireless
- ✓ Business to business member discounts
- ✓ Access to Clintonville's "town hall"

2nd Annual Clintonville for the Holidays

Clintonville for the Holidays is a program designed to make your business a destination- even if you don't have a storefront. Here's how:

1. Be in the Clintonville Contest for

Prizes: For \$55.00, Chamber businesses purchase an advertising square in the Contest Brochure. **8,500 copies of the brochure will be printed and distributed.** Your business is listed three ways: on a map, in an index, and in your own special advertising square. Your square contains artwork donated by a local student, your company name, holiday store hours, address and phone number. Customers come to your store for a free stamp in their brochure. No purchase is necessary. Completed contest brochures are turned in to local

banks and entered into a drawing for 12 great prizes. No storefront, or holiday hours? We'll "pre-stamp" your square. You get as much exposure as the other businesses, and the customers get a free stamp.

2. Be part of Decorate & Light up

Clintonville Contest: The Chamber will sponsor the Holiday decorating contest. Once
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Thank you to
CompManagement
for sponsoring the October 16th
Central Ohio Chambers of Commerce
Disney Institute
Disney Keys to Excellence

And Here Are Some Suggestions

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Target your customer/client. Compared to the rest of Franklin County, Clintonville is:

- ✓ Highly educated. 50% have at least a college degree, compared with 27% in Franklin County and 20% in Ohio.
- ✓ Affluent. Average household income 20% above the Franklin County average.
- ✓ Older. Median age is 5 years older than Franklin County.
- ✓ "Movers and Shakers." 50% of households are this lifestyle segment.
- ✓ Interested in home goods and dining and entertainment.

What does this data mean? Businesses need to understand it, scour through our own customer records to determine which of our customers are the best ones, learn why and where they come from, and plan to reach more.

Make your business customer-friendly.

Audience members reminded us of needed basics like clean storefronts free of weeds and trash, good parking, and more commercial magnets like restaurants.

How else to respond to tough times: Don't stop advertising and PR! A recent Dispatch column by Jeff and Marc Slutsky, emphasizes this and also suggests: Continue to do business, don't stop spending, work together, build strategic alliances, offer significant discounts, don't gouge, and plan a fundraiser.

Get a Sneak Preview of City Council Race

If you are curious about the upcoming battle for Columbus City Council, then the October Chamber Luncheon is the place to be on **THURSDAY, October 18th**, 11:30 AM at the Clintonville Woman's Club. We hope that all candidates will be at the luncheon to introduce themselves and answer your questions. Do you

already have a question in mind for the candidates? Fax it to 262-2791 or call us.

Lunch is \$13 at the door. Reserve your spot by Friday, October 12th by calling the Chamber at 262-2790. Please note that this luncheon is on a THURSDAY not Tuesday.

Phone Directory Targets Good Customers

Now is the time to reach your customers in a proven advertising piece. The 2002 Clintonville Community Phone Directory with its members-only yellow pages reaches 17,000 businesses and households.

Clintonville's 25,000 residents really use this book-so, your ad is visible every day of the year

to residents, businesses and organizations looking for help. The Chamber's capable and gracious contact on this project is Jan Jager at 263-6700.



2001 MAJOR ADVERTISERS

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Fifth Third Bank

Huntington Bank

Southwick Good Funeral Chapel

Weir-Arend Funeral Home

Anthem Insurance

King Thompson — Paul Love/Karen Dibert

Oaksmith Cabinets

Ohio Health

This Week News

Ackerman Credit Union

Columbus Speech & Hearing Center

Knapp Veterinary Hospital

Kroger Company

Olentangy Village Apartments

Terra Cotta

The Flag Lady's Flag Store

Weiland's Gourmet Market

Verizon Wireless

Your advertising with Celebrate Clintonville will reach tens of thousands in the Columbus area and will support the programs of your community chamber.

PUTNAM

Putnam Life & Health Agency

Thomas J. Paplaczky, President
Chamber's Anthem Health Plan

4161 N. High Street • Columbus, OH 43214
Phone: 447-3221 • Fax: 447-3220

ThisWeek

It's What They're Reading.

ThisWeek Community Newspapers is a network of 20 weekly newspapers delivering timelier, fresher news coverage each week of the year.

To advertise in the Clintonville Community Calendar each month, call 614-438-8100.

SN

www.thisweeknews.com

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