



****UPDATE****

CANAL WINCHESTER CITY COUNCIL

MEETINGS HAVE MOVED!

Canal Winchester City Council meetings will now be held at the new City Hall located at 45 East Waterloo St. The public is invited to attend.

In addition, meetings will continue to be available for live viewing online. The meetings will be hosted online on the City's YouTube page which can be accessed at the link below.

https://www.youtube.com/channel/UCN7HrdIn_1l8aTzps80NvuQ

City Council will also continue to accept written public comments prior to a council meeting. To be included on the Council agenda, comments must be received by noon the Friday before the meeting. Comments received after the deadline will be included on the next agenda. To submit a comment to City Council, click the link below.

[Submit a Comment](#)

Canal Winchester

*City Hall
Council Chambers
45 East Waterloo Street
Canal Winchester, OH 43110*



Meeting Agenda

August 29, 2022

6:00 PM

Committee of the Whole

Chuck Milliken - President

Bob Clark - Vice President

Laurie Amick

Jill Amos

Steve Buskirk

Patrick Shea

Mike Walker

A. Call To Order

B. Roll Call

C. Also In Attendance

Mayor Ebert, Matt Peoples, Lucas Haire, Amanda Jackson

D. Items for Discussion

CW Chamber of Commerce Funding Proposal

Bed Tax

E. Adjournment



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.

Proposal

The Canal Winchester Chamber is asking for financial support from the City of Canal Winchester to support our continued growth and allow capacity building as we create a 5-year Strategic Plan.

- We want to continue to support .5 FTE with the specific focus on driving attendance to events, updating online content and a digital communication strategy for the Chamber and its members. This person will deliver on the commitments to members. *We have identified an appropriate candidate and have offered a part time 90-day contract (\$5,500) while we work through this funding opportunity with the City.*
- With support from the City we want to add 1 FTE to focus on strategic planning, increasing membership, create meaningful and intentional training and certification opportunities for members, while keeping membership costs and sponsorship opportunities affordable for our business community. We anticipate new, invested partnership with the City, 33 Alliance and local Chambers as well as Destination CW. *We have identified an appropriate candidate and plan to offer a part time 90-day contract (\$9,000) while we work through this funding opportunity with the City. Sourced primarily from our emergency fund.*

Chamber of Commerce	Staff	Notes:
Pickerington	President Marketing Manager Event Manager	400 Members Recent staff turnover
Lancaster	President Operations Manager Member Services Director Marketing Coordinator	500 Members; mostly steady but commanding \$5,000 - \$10,000 annually for top tiers
New Albany	Executive Director Operations Manager Event Manager Marketing Manager	Board of Directors include businesses such as Meta, Ohio Health, AEP Sponsors: Amazon, Big Lots, Google

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

Budget

We are asking for a 3-year commitment. This amount and timeframe would help us attract capable, knowledgeable, and experienced applicants who are committed to the community. Semi-annual reviews will be conducted with City Council to update on progress towards goals.

	Year One	Year Two	Year Three
Base Salary @\$27/hr	\$56,160	\$57,845	\$59,580
Incentives potential	\$4,000	\$5,000	\$6,000
Benefits	\$2,000	\$2,000	\$2,000
Training	\$1,000	\$1,000	
Travel	\$1,000	\$1,000	\$1,000
TOTAL	\$64,160	\$66,845	\$68,580

Factors 3% COLA on base salary

Per Salary.com

The average Chamber of Commerce Executive Director salary in Ohio is \$78,590 as of June 28, 2022, but the range typically falls between \$60,580 and \$97,067. Salary ranges can vary widely depending on the city and many other important factors, including education, certifications, additional skills, the number of years you have spent in your profession.

Newark, Ohio

Chamber Of Commerce Executive Director in Newark, Ohio

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- Salary + Bonus
- Benefits
- How To Become

Based on HR-reported data: a national average with a geographic differential [i](#)

Paid Annually [v](#)

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10%

\$44,368

25%

\$60,834

50%(Median)

\$78,920

75%

\$97,475

90%

\$114,368

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08/25/2022

REVENUE AND EXPENDITURE REPORT FOR CITY OF CANAL WINCHESTER

Month Ended: December

GL NUMBER	DESCRIPTION	BALANCE AS OF 12/31/2017	BALANCE AS OF 12/31/2018	BALANCE AS OF 12/31/2019	BALANCE AS OF 12/31/2020	BALANCE AS OF 12/31/2021	BALANCE AS OF 8/25/22
Fund 205 - BED TAX FUND							
Revenues							
205-000-4220-00	HOTEL/MOTEL TAX	94,677.11	57,822.14	95,266.32	65,963.22	154,789.05	145,133.64
TOTAL REVENUES		94,677.11	57,822.14	95,266.32	65,963.22	154,789.05	145,133.64
Expenditures							
205-501-5340-00	OTHER CONTRACT SERVICES	0.00	0.00	0.00	0.00	0.00	0.00
205-501-5351-00	BED TAX GRANT	47,784.61	22,622.37	26,200.00	21,019.49	20,000.00	67,000.00
205-570-5344-00	DESTINATION: CANAL WINCHESTER	30,000.00	30,000.00	30,000.00	30,000.00	72,389.74	54,885.20
TOTAL EXPENDITURES		77,784.61	52,622.37	56,200.00	51,019.49	92,389.74	121,885.20
Fund 205 - BED TAX FUND:							
TOTAL REVENUES		94,677.11	57,822.14	95,266.32	65,963.22	154,789.05	145,133.64
TOTAL EXPENDITURES		77,784.61	52,622.37	56,200.00	51,019.49	92,389.74	121,885.20
NET OF REVENUES & EXPENDITURES		16,892.50	5,199.77	39,066.32	14,943.73	62,399.31	23,248.44
BEG. FUND BALANCE		109,286.99	126,179.49	131,379.26	170,445.58	185,389.31	247,788.62
END FUND BALANCE		126,179.49	131,379.26	170,445.58	185,389.31	247,788.62	274,037.06

Amount Outstanding Owed to Destination: CW - \$25,667.99

Adjusted Fund Balance as of August 25, 2022 - \$248,369.07