

PERSPECTIVE

FEBRUARY 2024

Published by the Sidney-Shelby County Chamber of Commerce
101 South Ohio Avenue, Floor 2, Sidney



MEETINGS AND EVENTS

- 1/24 Restaurant & Retail Weeks**
-2/3 www.facebook.com/downtownsidneyalive
- 2 Groundhog Day**
- 2 - Historic Sidney Theatre Presents:**
- 4 Rock of Ages**
7:30 p.m.—Friday; 2:00 & 7:30 p.m.—Saturday;
2:00 p.m.—Sunday—Historic Sidney Theatre, 120 West Poplar Street—www.sidneytheatre.org/events
- 6 YPCoffeeMob**
7:30—8:30 a.m.—Greenhaus Coffee, 126 East Poplar Street—www.sidneyshelbychamber.com/events
- 7 Shelby County Safety Council**
Topic: What to Expect in a Fire Inspection
Speakers: Dallas Davis & Chance Guisinger, Sidney FD
12:00—1:00 p.m.—Wilson Health, 915 West Michigan Street, Professional Building—LL Conference Rooms
- 8 YPconnect Board Meeting**
12:00—1:00 p.m. —Chamber Office, 101 South Ohio Avenue, Floor 2
- 14 SCARF Cans for Canines**
9:00—11:00 a.m.—610 Gearhart Road
- 14 Valentine's Day** ❤️
- 15 Chamber Leadership**
Topic: Human Services
8:00 a.m.—Shelby County United Way
- 20 Sidney Visitor's Bureau Advisory Council**
11:30 a.m.—Holiday Inn Express & Suites, 450 Folkerth Avenue
- 22 Human Resources Council**
12:00 noon—Holiday Inn Express & Suites, 450 Folkerth Avenue
- 25 Gateway Arts Council Presents:**
- The 3 Redneck Tenors**
7:00 p.m.—Sidney High School Auditorium, 1215 Campbell Road
www.gatewayartscouncil.org/performing-arts
- 27 Chamber Seminar: LinkedIn Company Pages: 10+ Best Practices to Grow Your Online Business Brand**
8:00—9:30 a.m.—Holiday Inn Express & Suites, 450 Folkerth Avenue (more info. on insert)

ATTENTION ALL SHELBY COUNTY RESIDENTS

The United Way of Shelby County and its partners, including the Community Foundation of Shelby County, the Sidney-Shelby County Health Department, and the Tri-County Board of Recovery and Mental Health Services are partnering with Illuminology, a research consultancy, to complete an important effort to gauge residents' priorities through a Community Needs Assessment.

The information learned from this assessment will help better serve you and all of Shelby County now and into the future.

As many residents as possible are needed to complete the survey so we can better understand what Shelby County residents need and want to see us work together to address. The survey is completely anonymous—Illuminology will analyze and present all responses as a group. Completing the survey will take less than 10 minutes.

Please scan the QR code to participate or visit this webpage for access: <http://s.alchemer.com/s3/2023-Shelby-County-Community-Survey>.

Questions? Call Karla Young at (937) 492-2101 or Amanda Scott at Illuminology work, at (614) 447-3176. If you don't have internet access you can still participate! A paper copy can be mailed.

How

Scan the QR code or enter the web address to complete the survey. It takes less than 10 minutes. The survey will be available through the month of January. Please respond and share this link with your family and friends. If you have questions call Karla Young, Shelby County United Way Executive Director at 937-492-2101.

Why

We urgently need as many residents as possible to complete the survey so we can better understand what Shelby County residents want to see us work together to address now and in the future. The survey is completely anonymous – all responses will be reported as a group.

<https://shelbycountyneeds.com>

BY SHOPPING LOCAL, YOU ARE:

- CREATING JOBS
- KEEPING MONEY IN THE LOCAL ECONOMY
- INVESTING IN ENTREPRENEURSHIP
- NURTURING A SENSE OF COMMUNITY
- SUPPORTING THE ENVIRONMENT BY REDUCING WASTE AND CONSERVING ENERGY



The Ohio Department of Development aims to help Ohio minority-owned, women-owned, small, and disadvantaged businesses develop and grow.

Are you familiar with the Minority Business Assistance Center (MBAC)? If yours is a minority owned, women owned, Veteran owned, or Veteran Friendly (10% or greater rate of Veterans employed) organization, this resource will be invaluable to your growth and sustainability. Sponsored by the Ohio Department of Development, the MBAC offers a variety of services to include: business management counseling, assistance with completing state and local certification applications, contract procurement assistance, identification of needed local resources, loan packaging assistance, technical assistance, and bonding programs. To learn more, visit <https://daytonchamber.org/dayton-minority-business-assist-ance-center/> or call Jelani Johnson, Dayton Regional Director of the MBAC at (937) 226-8280.

You Are Invited...

Chamber Annual Dinner

A Celestial Affair

TUESDAY, MARCH 5

The Palazzo
309 South Main Street, Botkins

5:00 P.M. - SOCIAL
6:00 P.M. - DINNER

Recognizing

PAST BOARD CHAIRS	PAST ZENITH RECIPIENTS
COUNCIL CHAIRS	
BEAUTIFICATION AWARD RECIPIENTS	2023 ZENITH AWARD RECIPIENT

Reservations

\$35.00/SINGLE	\$70.00/COUPLE
\$140.00/TABLE 4	\$280.00/TABLE 8

R5VP: 937.492.9122 OR
DEILERT@SIDNEYSHELBYCHAMBER.COM

CASH BAR

FROM JEFF'S DESK

Week by week we near the **BIG DAY** when on April 8th Shelby County will find itself on the Path of Totality for a solar event that won't again be visible in the State of Ohio until the year 2099.



If you're wondering when the last solar eclipse was visible in Ohio, it was 1806. Believe it or not, only 21 total solar eclipses have crossed the lower 48 states in the entire existence of the United States.

As a service to our members and the community, we have published two solar eclipse related resource pages that will be routinely updated as we have new information to share. The Chamber page features event preparation information for residents and organizations along with a link to the Visitors Bureau page where one will find information about local eclipse related activities and events during the weekend and leading up to the **BIG SHOW**.

If you have content that you believe would be beneficial the site, please send it to me at jraible@sidneyshelbychamber.com and we'll be happy to supplement what we have there now with your info, provided of course it's relevant.

WELCOME NEW MEMBERS

JAQUA'S EVENT & TENT

BUSINESS CATEGORY: Banquet/Meeting Facilities

Adrian Jaqua
1712 Commerce Drive
Piqua, Ohio 45356
(937) 778-1171

www.jaquaseventandtent.com



REVOLUTIONARY SAFETY SERVICES

BUSINESS CATEGORY: Professional Services

Jim Mangas
8520 State Route 119
Anna, Ohio 45302
(937) 710-6286
www.linkedin.com/company/revolutionary-safety-services



HAVE YOU MADE YOUR ECLIPSE PLANS?

Arrowhead Golf Course is hosting public viewing plus live entertainment April 7th and 8th. You'll enjoy two live bands on Sunday, another live performance on Monday, food trucks each day, a full bar and soft drinks, souvenir t-shirt & koozie, safe solar viewing glasses, golf course access, and more. Sunday performances feature Matt Ranly starting at 12:00 noon followed by Steve & Zach Rosenbeck. Monday presents the Shifferly Road Band beginning at 9:00 a.m.

2024 Total Solar Eclipse Event
(Sunday, April 7th - Monday, April 8th)

SUNDAY, APRIL 7TH, 2024 | ECLIPSE EVENT TICKET | \$100.00

Join us for live music, food trucks, and drinks!

The **Shelby County Fairgrounds** is offering camping with electric service on April 5th thru April 9th. Conveniently close to many local restaurants and bars, the Fairgrounds is an ideal location to set up for the weekend to enjoy our many local attractions prior to Mondays' cosmic event. Food Trucks and live entertainment will be offered all weekend-long. Campers only April 5th thru 7th. Non-camping guests welcome April 8th only.



For more information on all things Eclipse: Shelby County, go to www.VisitSidneyShelby.com.



CHECK OUT WHAT'S NEW IN THE WORLD OF YPCONNECT!

TUESDAY, FEBRUARY 6TH
COFFEE MOB AT



7:30AM - 8:30AM
126 E. POPLAR ST. - SIDNEY



INTERESTED IN GETTING YOUR BUSINESS IN THE SPOTLIGHT?
BECOME A YPCONNECT SPONSOR!
CONTACT:
EMILY.GLEASON@USBANK.COM.
FOR MORE INFO!

Our Mission:
TO CONNECT AND INSPIRE YOUNG PROFESSIONALS TO GO FORTH AND INVIGORATE THEIR COMMUNITY.

THE VALLEY CHURCH -SIDNEY CAMPUS
SERVICES @ 9:15 AM AND 11:00 AM
300 E PARKWOOD ST. SIDNEY, OH



The Valley Church Sidney
 @thevalleychurchsidney
 www.thevalley.church



FOOTBALL SUNDAY

FEBRUARY 11TH
9:15 & 11:00AM

MASTER TEAGUE

Ohio Bureau of Workers' Compensation

OSC

OHIO SAFETY CONGRESS & EXPO

MARCH 27-29, 2024

www.ohiosafetycongress.com



2024 CHAMBER

SEMINAR
SERIES

marketing  essentials

JOIN US
TUESDAY
FEBRUARY 27

TIME & LOCATION
8:00 – 9:30 A.M.
AMOS MEMORIAL LIBRARY
LOWER LEVEL – 230 EAST NORTH ST

LINKEDIN COMPANY PAGES: 10+ BEST PRACTICES TO GROW YOUR BUSINESS ONLINE

Questioning the purpose and value of managing a LinkedIn Company Page? LinkedIn Company Pages are pages dedicated to individual companies, organizations, and institutions. They allow LinkedIn members to discover and connect with individual companies and learn more about each organization's brand, products or services, employment opportunities, and more. If you haven't built a LinkedIn Page for your business yet, you're missing out on new connections, followers, employees, and customers. In this interactive workshop, participants will explore the best practices to grow their business with a LinkedIn Company Page. Participants will have their LinkedIn Company Page reviewed by a social media expert and shared with the group to help participants take action and get results immediately!

Objectives:

- Identify the best practices for optimizing your company page
- Discover tips for lifting engagement with content
- Learn to build your ecosystem with specialized pages

Presenter:

Amy Spriggs
Business Development Relationship Specialist
Marketing Essentials, LLC



REGISTRATION

937.492.9122 OR DEILERT@SIDNEYSHELBYCHAMBER.COM

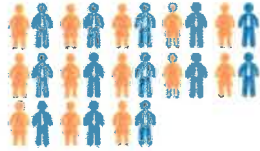


2023 ANNUAL REPORT - A YEAR IN REVIEW

MEMBERSHIP



537
MEMBERS



26 NEW MEMBERS

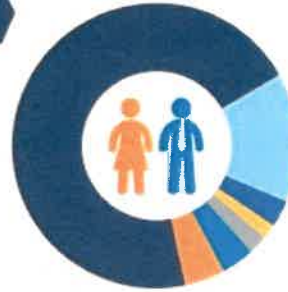
35,000+
EMPLOYED AT
MEMBER COMPANIES



BUSINESS TYPE (TOP 6 CATEGORIES)



BY LOCATION



- 20 ANNA
- 17 BOTKINS
- 25 FT. LORAMIE
- 12 JACKSON CENTER
- 10 RUSSIA
- 373 SIDNEY
- 80 OTHER

95% MEMBER RETENTION RATE

COMMUNICATIONS



NEWSLETTER SUBSCRIBERS
552 PRINT
999 DIGITAL

DISCOVER MAGAZINE
6,000 PRINT

32.6K WEB SESSIONS

50.5K PAGE VIEWS

1.8K FACEBOOK FOLLOWERS

BROADCAST EMAIL
116K SENDS
37% OPEN RATE

EVENTS

11 RIBBON CUTTINGS

6 EMPLOYEE DEVELOPMENT SEMINARS

8 SOCIAL/NETWORKING EVENTS

3 SPECIAL INTEREST AFFILIATES
(Human Resources Workplace Safety Young Professionals)

FOUNDATION



19 GRANT RECIPIENTS

\$23,000+
INVESTED IN
EDUCATION
ENRICHMENT

PLACEMAKING - ExperienceSidney.com

11K
WEB SESSIONS

11.5K
CLICKS

785K
FACEBOOK
IMPRESSIONS

TOURISM - VisitSidneyShelby.com



Sidney
OHIO
SIDNEY VISITORS BUREAU

37.8K WEB SESSIONS

2.5K FACEBOOK FOLLOWERS

654 INSTAGRAM FOLLOWERS

11.7M TOTAL MEDIA REACH



SENIOR Center

OF SIDNEY-SHELBY COUNTY



Are you 50 or older? Stop in and claim **two FREE** visits and see all our activities, fitness room and available exercise classes! Our membership is only \$35/year for Shelby County residents and \$40/year for out of county.

304 S. West Avenue, Sidney, Ohio 45365
Phone: (937) 492-5266 • email: srcenter@nktelco.net
www.srcentersidney-shelby.com

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