

Attendees: Ron Schmidt, Phyllis Schmidt, Don Hollister, Fran Rickenbach, Jerry Sutton, Karl Koehler, Karen Wintrow, Fred Bartenstein

The CIP Project Advisory Committee held a storyboard session facilitated by Fred Bartenstein to discuss specific groups of people that would be attracted to visit, learn, work, and live in Yellow Springs. The left side of the storyboard was divided into vertical sections identified as Visit, Learn, Work and Live. The right side of the story board had cards with the terms Market, Target Market and Niche Market.

### Target Markets

Fred began the session with a review of Target Markets which he defined with the following criteria:

- Geographic – within a certain distance from Yellow Springs
- Historic Experience – people who have a previous connection to YS
- Lifestyle – lifestyles that would make YS a favorable place
- Demographic – age, gender, socio-economic, race, etc.
- ? – other variables that could be considered

### Niche Markets

Fred then asked each attendee to think about specific groups of people who might be attracted to Yellow Springs and write those on a card. We went around the room several times as participants shared their groups and identified to which category it was most applicable; visit, learn, work, live. Fred added cards identifying the niche to the appropriate category of visit, learn, work and live with the following results:

- Visit – 25 niche markets
- Learn – 4 niche markets
- Work – 2 niche markets
- Live – 15 niche markets

### Promising

Fred then asked us to identify the groups that were most promising as identified by the following criteria:

- Likely to join 1 or more categories
- Quick progression through categories
- High potential for community acceptance
- Easily identifiable and sellable
- High economic return on investment

Each participant was given 6 green dots to affix to the cards they felt were the most promising. Fred then began to move cards with the most dots to the right side of the board. Patterns began to develop and the 47 subgroups were combined into niches with strong relationships. The niches are listed in order from the greatest number of dots to the least. The number to the right of the category indicates total dots. The numbers in the more subgroups indicate the total number of dots in a specific category (V-visit; L-learn; W-work; R-reside).

- 1. Families Seeking Innovative/Alternative Education & Diversity (11)**
  - College & University employees within 15 mile radius (7 R)
  - Parents with young children (3 R)
  - K-12 students in Open Enrollment districts (1 L)
  - Antioch School alums (R)
  - Non-YS resident attendees of YS religious/spiritual programs (L)
  - Handicapped people with mobility (R)
  - YS Kids Playhouse attendees & parents (V)
- 2. Cultural Creatives/Innovators (9)**
  - Cultural creatives (7 R)
  - Writers; scriptwriters, authors, etc. (1 R)
  - Music lovers; especially classical, blues, jazz, folk (1 V)
  - Weavers of fabric (L)
  - Artists; especially visual (L)
  - Sculptors (L)
  - Art Lovers (V)
  - Movie Buffs (V)
- 3. Main Stream Consumers of Small and Special Experiences (7)**
  - Realtors who are partial to YS (2 V)
  - Start up businesses - high tech, consultants, arts, etc. (2 W)
  - Wine Drinkers (1 V)
  - Young's Dairy visitors (1 V)
  - WPAFB employees (1 V)
  - Eclectic restaurant goers (V)
- 4. People with Strong Local Ties (5)**
  - Resident business owners with headquarters elsewhere (3 W)
  - Local employees who don't live in YS (1 R)
  - YS residents who don't use downtown (1 V)
  - Out-of-town YS News subscribers (R)
- 5. Social/Political Activists (5)**
  - Interracial couples & families; e.g. adopters (2 R)
  - Lesbian and gay individuals & families (2 R)
  - Democrats, liberals, progressives, independents (1 V)
  - Antioch alums (R)
  - Political activists (R)
- 6. Lifelong Learners; Adult (3)**
  - McGregor students (3 V)
  - Elder hostel attenders (V)
  - Chess enthusiasts (V)
  - Afro-American history & genealogy buffs (V)
  - Former Shakespeare Theatre attendees (V)

**7. Outdoor/Nature Recreators (3)**

- Bikers, hikers, bird watchers (3 V)
- Volksmarchers (V)
- OEC families & alum (R)

**8. Consumers of “Funky” Stuff (3)**

- Day-Trippers from 75 mile radius, particularly urban (2 V)
- Peaches customers; other YS attractions (1 V)
- Street Fair attendees (R)
- Female shoppers looking for unusual goods (V)
- Coffee Drinkers (V)

**9. Healthy Lifestyles (1)**

- Alternative medicine consumers (1 V)
- Vegetarians (V)
- Organic food eaters (V)
- Seniors with active minds & bodies (R)

Fred recommends CIP PPC members consult with community leaders from various factions to vet this information based upon their real-life experiences. We must get the best advice possible from local businesses & PR professionals.

- Visitors – Glen Helen, Merchants, Chamber, John Bryan
- Learners – All local schools administration
- Workers – Lee Morgan, Rick Omlor, Phil Hawkey, Dan Young
- Residents – Realtors

Concern was expressed that work has been done already regarding potential projects for the CIP and now the target market work will add another complexity to the mix that will slow the project. Ron sees this as an opportunity to merge the two bodies of research as we proceed with developing the plan.