ERIE COUNTY CHAMBER of COMMERCE CELEBRATING 120 YEARS

604 W. WASHINGTON STREET, SANDUSKY, OH 44870 (419) 625-6421 ERIECOUNTYCHAMBER.COM



MESSAGE FROM THE PRESIDENT

Good Morning Chamber Members,

My message today will be a little repetitive... I cannot stress this enough. I am reaching out to all of our chamber members to please do your part to help prevent the spread of the virus for you and your family. We have all seen the large groups of people standing shoulder to shoulder and many not wearing masks. Please follow the Covid-19 guidelines and encourage others to do the same.

Together as a group we can fight this virus and win and return to some sort of normal again.

The Erie County Chamber recently sent out the results of our 2020 Business Survey for small businesses.

Warm Regards,

Panilo Smith-Didel

Pamela Smith-Droll, CEO Erie County Chamber of Commerce 604 W. Washington Street Sandusky, Ohio 44870 Office: 419-625-6421 Email: pamelas@eriecountychamber.com

UPCOMING CHAMBER EVENTS:

Speed Networking

When: Tues., October 27 Time: 5:00pm - 7:00pm Where: The Legacy Center <u>Click here to learn more</u>

First-Time Supervisor: Preparing for High-Performance Leadership

When: Wed., November 18 Time: 9:00am - 12:00pm Where: Erie County Chamber of Commerce Click here to learn more

First-Time Supervisor:

Preparing for High-Performance Leadership

When: Tues., December 1 Time: 9:00am - 12:00pm Where: Erie County Chamber of Commerce <u>Click here to learn more</u>

Looking for Member Events? Click here.



"THE FUNCTION OF LEADERSHIP IS TO PRODUCE MORE LEADERS, NOT MORE FOLLOWERS." – RALPH NADER

OCTOBER 20, 2020 ISSUE

BBB. WHAT TO CONSIDER BEFORE SUPPORTING A CHARITY

As a business owner, donating to a charity can be a great way to connect with your customers, take advantage of tax benefits, and give back to the community that supports your business. But before you write a check, donate goods, or volunteer your time, be sure to do your research and look out for questionable appeals. BBB recommends the following tips when giving to a charity through your business.

Tips for Businesses Donating to a Charity

- Develop a giving plan. Charities often solicit support from small businesses in their community. But just because an organization asks for your donation doesn't mean it's the right fit. Take time to identify what type of charities your business wants to support. This is a meaningful way to give back and generate positive public relations for your business. Your company's giving focus should reflect its size, location, structure, the nature of its business objectives, and the needs of the community. You may also want to involve employees in the giving decision process.
- Do research about the charity. Even if a charity's mission really speaks to you, put in the necessary time and effort to make sure the charity is operating appropriately. Check the charity's website to read more about their mission, program, and finances. Read the charity's report on Give.org to see if they meet the 20 BBB Standards for Charity Accountability (i.e. a BBB Accredited Charity.)
- Verify government registration. About 40 out of 50 U.S. states require charities to register with the state attorney general's office or the secretary of the state. Make sure a charity is legally registered, where it is a requirement, before you donate.
- Watch our for charity look-alikes. While it is not unusual for a charity to identify a disease, problem or issue that it seeks to address as part of its official name, it can be suspicious if the name appears to closely mimic or match that of a long established and recognized charity brand. So, look at the name of the charity carefully, and visit the charity's website to avoid being mistaken.
- Cause-related marketing. Sometimes business have promotions that announce a purchase of their product/service will benefit a specified charity. Have a written agreement with the charity that give you permission to use their name and identifies the financial arrangements. As called for in BBB Charity Standard 19, make sure the promotion indicates the actual or anticipated amount of the purchase that will benefit the charity, if there is a time period for the campaign, and any maximum or guaranteed minimum contribution amount. (e.g., 5 cents goes to xyz charity for every abc item purchased during the month of November up to a maximum of \$2,000.)
- Clothing donation bins. Before giving permission for a charity to place a clothing donation bin in your parking lot, please take the time to check out the charity as described above. Also, don't assume how the donated clothing is going to be used. Sometimes the donated items are sold in thrift stores or shredded into rag-bond paper. In some instances, the bin may have a charity sounding name but not be connected to charity at all.
- Think about charitable tax deductions. Keep in mind that not every soliciting organization is tax exempt as a charity. It is okay if you want to support those other groups, but, in general, to claim a charitable tax deduction, the organization should be tax-exempt under section 501 (c)(3) of the Internal Revenue Code.
- Appeals by police and firefighter organizations. Nearly every business receives appeals by organizations claiming a connection to police officers and/or firefighters. Don't assume what the organization does based solely on its name. Local police and firefighters may have no connection to the organization. If the caller implies donations will result in special treatment by the police or firefighters, don't believe it. Consider reporting such promises to the state's attorney general office.
- **Tickets to benefit performances or fundraising dinners.** Before buying tickets to a benefit performance, fund raising dinner, or golf outing, check out the organization as suggested above and decide if this is a charity that your business wants to support.

For more information on donating to charities, visit the BBB Wise Giving Alliance's website at <u>Give.org</u>.

OCTOBER 20, 2020 ISSUE

MEMBER HIGHLIGHT: OUTDOOR Kala

Kuhl Outdoor Designs Inc. is a landscape/hardscape design/build company. They specialize in the design and construction of Outdoor Living Areas.





For more information, contact Kuhl Outdoor Designs Inc. at:

- Online: <u>www.kuhloutdoor.com</u>
- Facebook.com/Kuhl-Outdoor-Designs-Inc-145617765522039
- By Phone: (419) 433-7152 / Scott@kuhloutdoor.com

MEMBER HIGHLIGHT: AFLAC/BURDUE INSURANCE

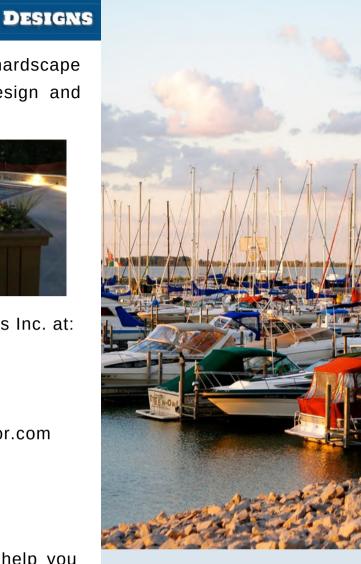
Welcome to Burdue Insurance! We are here to help you with all of your health and life Insurance needs, including Medicare and ACA health plans. No matter what your need is, we have a plan and product for you, your business, or your family.

We offer all types of Health and Life Insurance for individuals and businesses. Our company also offers help with Medicare and Federal Marketplace (Obamacare) health plans.

Visit them:

Aflac/Burdue Insurance

- In-Person: 1610 Cleveland Road, Sandusky
- Phone: (419) 271-6030
- Email: kristy_burdue@us.aflac.com
- <u>Facebook.com/BurdueInsurance/</u>



"FORMAL EDUCATION WILL MAKE YOU A LIVING; SELF EDUCATION WILL MAKE YOU A FORTUNE." – JIM ROHN

ESSENTIALS TO KEEP IN YOUR EMERGENCY KIT

Let's face it: You can't predict the future. That's why having a fully stocked emergency kit is so important. No matter the time of year, it's always better to play it safe.

Would you and your family be prepared, just in case? Putting essential supplies together doesn't have to be a chore and can even be done fairly quickly. You just need a list and a plan.

Need ideas? See below for useful items in any situation.

- Communication: Stay connected even if you lose power. Try a hand-crank or battery-powered radio — preferably one with charging ability to keep your devices running.
- Lighting: A flashlight and batteries are a must. Get a few different types, like lanterns, floodlights and keychains. You never know how much light you'll need or where you'll need to take it. You can also stash a few candles and some matches.
- Food and Water: Pack at least three days' worth of water, nonperishable foods and canned goods and don't forget the can opener. Think beans, nuts and seeds, protein bars and dried fruit.
- **First-Aid Supplies:** You'll want a first-aid kit, complete with bandages, gauze, burn cream, antiseptic, sterile gloves, safety pins and more. Pain relievers and an extra supply of prescription medications are important, too.
- **Clothing and Bedding:** Every family member will need a few changes of clothes and portable bedding like sleeping bags, blankets and pillows.
- **Miscellaneous Items:** Cash, personal documents and paper maps might not seem essential now, but they could come in handy. Other nice-to-have items include duct tape, cleaning products and a multitool.

There's no telling what the future may bring, so it's important to be prepared for anything. Get in touch today for more home safety tips.





LINDA ARMSTRONG AND THE A-TEAM RE/MAX QUALITY REALTY 1919 SANDUSKY MALL BLVD SANDUSKY, OH 44870 USA PHONE - (419) 627-9914 LINDAARMSTRONG@BEX.NET

<u>BETTER BUSINESS BRIEFING: THE POWER OF CUSTOMER</u> <u>REVIEWS ON SMALL BUSINESSESS</u>

Reputation can mean everything, especially for a small business owner trying to attract and retain customers. You want to be able to tell customers that your business is trustworthy and transparent – and what better way to illustrate that story than through online customer reviews. But it's harder than it sounds, because many small businesses have a difficult time receiving positive reviews, responding to negative ones, and marketing reviews to help their business grow. In this article, we break down the power of customer reviews for your business, why reviews are essential to consumers, and how to leverage reviews to help your business be better.



"WE ARE WHAT WE REPEATEDLY DO. EXCELLENCE THEN IS NOT AN ACT BUT A HABIT." – ARISTOTLE OCTOBERR 20, 2020 ISSUE

Shop Small & Support Local



ALL HANDS ON DECK

Erie County Economic Development hosted a virtual Annual Meeting of Investors, "All Hands on Deck" meaning, we're all in this together. The webinar, takes a brief look at 2019-2020 and a look ahead to 2021. The program also showcased our new website and a thank you video to our investors. To learn more, visit our new website and take a look around!

VIEW WEBSITE

INVESTOR THANK YOU

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- **R.V. & Motorcycle Loans**
- Mortgage Loans
- Home Equity Lines of Credit

- CU*Talk
- Debit MasterCards[®]
- Visa[®] Credit Cards
- Online Banking
- Popmoney
- Mobile App
 Checking Accounts
- Value Checking Plus Accounts
- Dollar Dog Kids Club
- Complimentary Notary Service Depository accounts insured up to \$750,000*

* All depository accounts are insured up to \$750,000. The first \$250,000 of insurance is provided by NCUA's National Credit Union Share Insurance Fund. An additional \$500,000 is made available through private insurance from Excess Share Insurance Company.

SANDUSKY 2911 Hayes Ave. Sandusky, OH 44870

SANDUSKY 2409 E. Perkins Ave. Sandusky, OH 44870

295 Milan Ave., Ste. C Norwalk, OH 44857

HURON 2402 University Dr. Huron, OH 44839

VLFCU.ORG

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ERIE COUNTY CHAMBER OF COMMERCE MEMBER BENEFITS



There are dozens of membership benefits for Erie County Chamber of Commerce. Check out the perks by clicking the link below and discover how we can help you and your business grow.

Click Here To View The Flyer

Want to prompt your business all year long with a banner ad?

Contact Pamela at PamelaS@eriecountychamber.com.

NORWALK

VERMILION 1607 State Rd., Ste. 11 Vermilion, OH 44089



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Sandy Ridge Vineyards

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As a member, you can

SAVE UP TO 30%

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You're going to love winding down our waterslides, dining in one of our fantastic restaurants and building family traditions. All of our lodges include a colossal, 84° indoor waterpark, daily activities, spacious family suites and much more. So clear your calendar and head to your nearest Great Wolf Lodge.

To take advantage of this offer, simply provide your unique offer code when booking, and present a valid work ID or documentation at check-in.

Erie County Chamber of Commerce Offer Code: ECCC448A



For more information, visit greatwolf.com or call 800.905.9653

Valid on a per night basis and must be mentioned at time of booking. Limited number of rooms available for each date. May not be valid during holiday and blackout periods, or combined with any other discount or promotional offer. Multiple night minimum stay may apply. Offer based on four guests per room and must have one individual 21 years of age or older staying in each room. Offer may be terminated at any time without notice. Offer is not transferable and is not redeemable for cash. Must present valid work ID or documentation at check-in. Limit of two rooms per valid ID. Additional charges may apply for themed and premium suites, weekends and/or holidays.



Now more than ever the importance of voting cannot be stressed enough.... it is not just a right it is our duty as Americans to make our voices heard. This is your opportunity to make a difference!



Great Lakes Audio Visual Launches Lightwave Entertainment Brand

Driven to better serve our growing wedding services clientele, Great Lakes Audio Visual is thrilled to announce the development of our Lightwave Entertainment brand!

Lightwave Entertainment will specialize in serving the dreams of our wedding clients, providing professional guidance and experienced design assistance while Bringing Visions to Light! This expansion is an exciting opportunity to strengthen our position within the wedding services market while remaining true to our trusted background in large scale production.

Lightwave Entertainment is well positioned to support couples seeking high quality wedding entertainment, lighting design, and the variety of unique additions and enhancements. Our attention to detail and extraordinary service reinforces our experience, knowledge, and commitment toward taking weddings to the next level!

For information about the launch of Lightwave Entertainment, check us out online at lightwaveohio.com or contact info@lightwaveohio.com





OCTOBER 20, 2020 ISSUE

TrubyHilton.com 1-844-Tru-You8

Now Open:

Tru by Hilton 6100 Milan Road Sandusky, OH 44870

Vibrant, affordable and young-at-heart, Tru by Hilton was built from the belief that being cost conscious and having a great stay don't have to be mutually exclusive.

CHECK INTO

Introducing Tru by Hilton

- Collaborate or relax in lounge spaces
- Modern fitness center
- Lobby game area with media wall
- Big, bright bathrooms, all-glass showers

It's energetic, yet relaxing and comfortable. It's familiar, and it's also unexpected. It's completely unprecedented, it's Uniquely Tru.



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Stay and Play - Ohio's North Coast!

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Cedar Point, sport facilities and Lake Erie attractions only moments away...





LaQuinta Inn 3304 Milan Road (U.S. 250) Sandusky, Ohio 44870

- 24 hour front desk
- Complimentary breakfast
- Convenience Shop in lobby
- Renovated rooms including drapes, blinds, artwork, couches
- Mini-fridge and microwaves in each room
- Seasonal outdoor pool
- Free WiFi
- 24-hour business center







Hampton Inn Central 6100 Milan Road (U.S. 250) Sandusky, Ohio 44870

- Trip Advisor top rated hotel in Sandusky
- 24 hour front desk
- · Complimentary breakfast
- Indoor Pool / Spa Tub
- Fitness Center
- · Mini-fridge and microwaves in each room
- · Room service available
- Free weekday newspapers
- Free WiFi
- · 24-hour business center







Tru by Hilton 6110 Milan Road (U.S. 250) Sandusky, Ohio 44870

- New vibrant facility
- 24 hour front desk
- Complimentary "Top It" breakfast
- Outdoor veranda with fire pit
- · Social lounges with media wall
- Indoor pool
- Fitness center
- Free WiFi
- Business center



ERIE COUNTY CHAMBER OF COMMERCE CELEBRATING 120 YEARS

SPEED NETWORKING

Join us for a FUN Speed Networking event! Bring plenty of business cards.

OCTOBER 27, 2020 5:00PM - 7:00PM THE LEGACY CENTER 1522 E. PERKINS AVENUE, SANDUSKY

Visit www.eriecountychamber.com to register today! \$20 per person, includes snacks and beverages.



FIRST-TIME SUPERVISOR: Preparing for High-Performance Leadership

SEMINAR



Erie County Chamber of Commerce 604 Washington Street Sandusky, OH 44870

REGISTRATION

\$20 PER PERSON (419) 625-6421 eriecountychamber.com



Kitty Brandal, PhD President & Program Architect Corporate Compass Training, LLC

ABOUT THE SEMINAR

Are you ready to take your next step? Are you ready to become a high-performance supervisor or manager?

This program is for new supervisors or for supervisors who haven't received much formal leadership training in their career. This is also a great refresher for people who have been in leadership positions for a while. **We will discuss:**

- What does a supervisor actually do? The trans
 - The transition from peer to manager.
- What great leaders do and don't do! Motivating tea
 - Motivating team members.

A leadership style self-assessment is also being offered in this program. There will be no extra fee for this insightful assessment! We will discuss the various styles, strengths, and challenges of each style.

This workshop will offer participants a broad overview of some of the most important responsibilities of a leader today. Leadership competencies are learned on-the-job every day. However, having a new set of tools (or a renewed set) can significantly enhance a leader's competency. New supervisors who attend this training will be **better prepared to take on the challenges of their new responsibilities much sooner**. We use a video in this session to break down various leadership styles. People have reported being much more comfortable taking on their role of supervisor/manager after going through this workshop!

MEET OUR SPEAKER

Dr. Kitty Brandal is an experienced independent trainer who has been training and developing people for over 25 years. She is the President of Corporate Compass Training, LLC. She specializes in emotional intelligence and leadership development. Corporate Compass offers interactive training workshops in emotional intelligence, diversity, conflict management, customer service, and many other programs that can bring harmony to the workplace and positively impact your bottom line.



Q1. What are the top issues facing your business today? Select all that apply.

Answer Choices	Responses	
Economy	51.06%	24
Taxes	29.79%	14
Competition	17.02%	8
State and Local Agencies	19.15%	9
Lack of resources	6.38%	3
Access to capital	6.38%	3
Healthcare/Employee benefits	12.77%	6
Marketing/Advertising	25.53%	12
Attracting and retaining employees	38.30%	18
Finding new customers	34.04%	16
Other (please specify)	6.38%	3
	Answered	47

Individual Responses for open-ended option of "OTHER":

Covid restrictions Covid limitations for events Our Governor destroying our tourist economy



Q2. How is your business being impacted by COVID-19? Select all that apply.

Answer Choices	Responses	
Diminished revenue	53.19%	25
Increase revenue	4.26%	2
Event cancellations / order cancellations	48.94%	23
Concern about workforce becoming ill	40.43%	19
Closed a storefront/physical workplace	10.64%	5
Changes to travel / meetings / conferences	38.30%	18
Supply chain disruptions	40.43%	19
Had to lay off employees	8.51%	4
Had to furlough employees (with the intention of re-hiring)	21.28%	10
Anticipate cancelling / postponing services and projects	17.02%	8
Technology upgrades / changes	21.28%	10
No clients / work opportunities	12.77%	6
No direct impact	8.51%	4
Temporarily completely closed my business	14.89%	7
Permanently closed my business	2.13%	1
Other (please specify)	8.51%	4
	Answered	47

Individual Responses for open-ended option of "OTHER":

mixed negative & positive Lack of tourism in our area, and to the city of Sandusky. Visitors not coming to Ohio, 75% reduction Clients have been closed.



Q3. What industry do you work in?

	Answered	47
Other (please specify)	14.89%	7
Wholesale trade	12.77%	6
Utilities	2.13%	1
Transportation & Warehousing	4.26%	2
Retail trade	21.28%	10
Real Estate	6.38%	3
Professional and technical services	17.02%	8
Other services	10.64%	5
Mining (includes oil & gas)	2.13%	1
Manufacturing	10.64%	5
Information Technology	2.13%	1
Healthcare and social assistance	8.51%	4
Government	6.38%	3
Finance & Insurance	10.64%	5
Educational services	8.51%	4
Construction	10.64%	5
Arts, entertainment, recreation & tourism	12.77%	6
Agriculture	2.13%	1
Accommodations and food service	21.28%	10

Individual Responses for open-ended option of "OTHER":

Food distribution Party rentals nonprofit non-profit organization/public assistance senior living Tourism Food service



Q4. Beyond COVID-19 recovery, what should Erie County's most important economic development goals be?

	1 - Lowest Priority	2	3		4	5 - Highest Priority	Total	Weighted Average
Retention and expansion of existing businesses	2.17% 1	2.17% 1	10.87%	5	34.78% 16	50.00% 23	46	4.28
Workforce development aligned with local job opportunities	4.35% 2	0.00% 0	13.04%	6	50.00% 23	32.61% 15	46	4.07
Entrepreneurial and small business growth	6.52% 3	4.35% 2	13.04%	6	34.78% 16	41.30% 19	46	4
Attraction of businesses offering competitive wages	4.55% 2	6.82% 3	20.45%	9	43.18% 19	25.00% 11	44	3.77
Strengthened communities' fiscal health	4.76% 2	4.76% 2	21.43%	9	52.38% 22	16.67% 7	42	3.71
Expanded live/work opportunities	11.11% 5	6.67% 3	20.00%	9	48.89% 22	13.33% 6	45	3.47
Amenities for improved quality of life	11.36% 5	4.55% 2	34.09%	15	38.64% 17	11.36% 5	44	3.34
Planned and managed impacts of future growth	6.98% 3	11.63% 5	41.86%	18	30.23% 13	9.30% 4	43	3.23
Clear, efficient, predictable approval process for new development	6.67% 3	17.78% 8	35.56%	16	26.67% 12	13.33% 6	45	3.22
Encouraging the "right development" in the "right locations"	6.67% 3	15.56% 7	42.22%	19	26.67% 12	8.89% 4	45	3.16
Improved public safety	8.70% 4	21.74% 10	28.26%	13	30.43% 14	10.87% 5	46	3.13
Neighborhood preservation where appropriate	11.36% 5	13.64% 6	36.36%	16	34.09% 15	4.55% 2	44	3.07
Maximized development potential in commercial centers	11.11% 5	22.22% 10	37.78%	17	20.00% 9	8.89% 4	45	2.93
Accessible & convenient transportation options	13.64% 6	20.45% 9	43.18%	19	20.45% 9	2.27% 1	44	2.77

What else is important but

missing from the list above?

4 Answered 47



Q4. CONTINUED

Individual Responses for open-ended option of "What Else Is Missing From The List Above?":

How to restructure the local economy if tourism doesn't bounce back Chamber led initiatives to bring folks in the different corridors of our county. Acceleration of cash flow & access to Capital Develop plans for the new economy. Improve home/remote work infrastructure



Q5. Beyond COVID-19 recovery, what are the top economic development opportunities for improvement in Erie County?

Answer Choices	Responses	
Vehicular traffic	26.67%	8
Entrepreneur / small business incubator opportunities	50.00%	15
Community support for local businesses	73.33%	22
Diverse housing supply / neighborhoods	16.67%	5
Medical facilities	6.67%	2
Diversity and talent of local labor force	46.67%	14
Value of housing for location	16.67%	5
Programs to recruit and retain businesses	53.33%	16
Tax rates	30.00%	9
Retail / restaurant opportunities	20.00%	6
Strong, diverse mix of businesses	43.33%	13
Existing job market	16.67%	5
Public utility infrastructure (water, wastewater, broadband,		-
etc.)	30.00%	9
Reputation for business relations	36.67%	11
Public transportation	10.00%	3
Demographic, cultural, and lifestyle diversity	16.67%	5
Parks, recreation, and open space	33.33%	10
Community events and festivals	33.33%	10
Education system	33.33%	10
Location within Ohio	10.00%	3
Other (please specify)	6.67%	2
	Answered	30

Individual Responses for open-ended option of "OTHER":

Competitive high speed internet. Increased bandwidth conferencing centers for business groups. Access to capital and cash management training.



Q6. Please share any other comments you have below:

Answered 10

N/A

none

Businesses need to operate with freedom and not be under the fear and control of the local health department

na

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na

Please keep my identity private Being New to the area just this year we are still learning about the area as well as other businesses. Mostly my thoughts are from the perspective of my customers

Need a responsive chamber to the concerns of businesses in the community. There needs to be an action oriented process that encourages business to come together and create a voice for the business Community NO MATTER the POLITICAL views. All views should be welcome and respected.

Looking forward to helping out.