



B2B

BUSINESS TO BUSINESS

Advertising supplement to the Dayton Daily News

Dayton together: A time for change



Phillip L. Parker
CAE, CCE President & CEO

It seems the recent media coverage concerning more impactful cooperation between the city of Dayton and Montgomery County has really hit a nerve for some. Discussions like these might indeed make people nervous because change can create a lot of high anxiety in folks.

This issue is not a new one for our region because community leaders have thought and talked about this since the 1960s. But at that time, our core city and urban county were still growing, business was good, housing was booming, and our public schools were producing our future workers and leaders with incredible skill-sets and training that led to very meaningful and productive lives.

But to quote one of my generation's most prolific songwriters, "The times they are a-changin'."

Since the '70s when I arrived in Dayton, the city's population has shrunk by more than 100,000. And before you say "Oh well,

that was suburban flight," Montgomery County lost 70,000. So most of those Daytonians didn't just flee to Montgomery County suburbs.

Median-family income in Dayton has risen by only \$2,000 over the last 45 years. Now, in full disclosure, county residents have fared better, but not at the same pace as Ohio or the nation. As for jobs, the growth in our area is well behind Cincinnati and the nation.

"So what's the big deal?" you ask. Albert Einstein is attributed, among others, as saying that the definition of insanity is doing something over and over and expecting a different result. In fairness to some of our most recent good fortune, many believe we've been doing too much of the same thing for the last 40 years, hoping there will be dramatic improvement in our area's economy. So, should we just continue down this same track for another 40 years and hope we don't lose the current and next two generations in the process? I think not.

Change is hard! But before we solidify any formal changes in our governments, there is much discussion to be had. MCO Futures was a good start. But it fell short of solving the real hard issues —

much of it around money and resources. Only after vetting this issue as thoroughly as we can should we then ask voters if this is the right thing to do.

As I publicly stated at a recent news conference, "None of us really knows all the answers yet; heck, some of us don't even know all the questions."

But what I do know is that we need to discuss how to change some of our systems in government that will allow us to reduce duplication and reposition our resources to make our community move forward at a faster pace, resulting in a rising tide that could lift all boats.

The business community is forced into change all the time. Some business leaders are visionary and see trends early and adapt; they thrive. So, why can't we again consider ourselves innovators in this, the 21st century? We were at one time. Have we lost that innovative DNA that once flowed like a wellspring in this community? I hope not.

My ask is simple: Can we agree to at least discuss this as calm, well-meaning and intelligent adults rather than continually criticize and throw cold water on new, creative ideas? After all, like in the past, the times they still are a-changin'.

Google Business View is here

Chamber members receive discount on new service.

By Holly Allen
Dayton Area Chamber of Commerce

If you missed the logo on his shirt, you may not have noticed that Google left a footprint on Dayton Area Chamber of Commerce members this summer. A Google certified photographer has been snapping photos of our members' businesses via tripod on the ground and by drone up above.

A new partnership with a group of Google certified photographers, called Places Mobile, has catapulted the chamber into the digital world. Members can now take advantage of a fairly new Google program, "Business View," at a discounted price through this new chamber partnership.

Business View allows business owners to give customers a taste of what they do and where they operate.

Why is this important? We know making a customer feel comfortable can increase the chance of first-time and repeat business.

The process is simple. A Google photographer takes a series of pictures: 360 degrees at each tripod location. Those images are then melded together to create a virtual tour that works just like Google Street View. When it's finished, the tour allows users, and potential customers, to click through the tour and virtually walk through the business.

The tour can be used in three different ways. It will be added to the business's Google profile, enhancing its Google presence. If the business is a chamber member, the tour is also added to DaytonChamber.org as part of a virtual Dayton Area Chamber of Commerce member guide and the participating business will be provided an embed code that will allow for sharing on the business's website and Facebook pages.

If you'd like more information, to see the chamber virtual guide or to get started on your own tour, go to DaytonChamber.org and click on "Google Business View Program" under the "Member Benefits" tab. Dayton Area Chamber of Commerce members receive a 10 percent discount.

CALENDAR OF EVENTS

Register for all events at DaytonChamber.org

Behind the Scenes, Members Only, July 30, 5-7 p.m., Tour, Taste & Network, Stillwrights Distillery, 5389 Intrastate Drive, Fairborn
Scott Industrial Systems

Ribbon Cutting, July 31, 11 a.m.-noon, 4433 Interpoint Boulevard, Dayton

Breakfast Briefing, Aug. 14, 7:15-9 a.m., Dayton Racquet Club, 40 N. Main St., Dayton. Speaker: Warren Price, Dayton city manager. Topic: The city's business assis-

tance services
Safety Breakfast with the Experts, Aug. 19, 8-9 a.m., Crowne Plaza Dayton, 33 E. Fifth St. Speaker: Mark Romito, AT&T. Topic: "From One Second to the Next: Consequences of and Solutions for Distracted Driving"

economic indicators

County	Current Rate	April 2015	April 2014	12 Mos Change	YTD 2015	YTD 2014	YTD Change
Butler	0.75%	\$3,557,224	\$3,148,698	12.97%	\$13,401,112	\$12,119,250	10.58%
Clark	1.50%	\$2,152,113	\$1,991,599	8.06%	\$8,299,407	\$7,812,984	6.23%
Darke	1.50%	\$747,556	\$681,213	9.74%	\$2,775,548	\$2,590,090	7.16%
Greene	1.00%	\$2,126,135	\$1,983,056	7.22%	\$8,367,570	\$7,971,651	4.97%
Miami	1.25%	\$1,547,210	\$1,142,184	7.28%	\$5,694,417	\$5,398,413	5.48%
Montgomery	1.00%	\$6,672,126	\$6,253,847	6.69%	\$26,480,855	\$24,388,409	8.58%
Preble	1.50%	\$495,991	\$474,063	4.63%	\$1,872,121	\$1,730,765	8.17%
Warren	1.00%	\$2,998,698	\$2,873,865	4.34%	\$11,517,016	\$11,113,174	3.63%
Region Total		\$20,297,052	\$18,848,525	7.69%	\$78,408,047	\$73,124,735	7.23%

Source: http://www.tax.ohio.gov/tax_analysis/tax_data_series/sales_and_use/publications_tds_sales/S1M0115.aspx

home sales in the Dayton region

	May '15	May '14	percentage change	YTD '15	YTD '14	percentage change
number of homes sold	1,317	1,231	6.99%	5,119	4,816	6.29%
average sale price (\$)	150,978	140,753	7.26%	135,144	125,336	7.83%