

E Communities Process

Vision: We envision a community that is vibrant, welcoming and engaged. We also see a community that supports social innovation, new businesses, new ideas and provides a quality of life for those that live in or near Amesville.

We plan to bring together musicians, historians, artists, farmers, retail businesses and other sectors of Amesville to provide expertise and support for new entrepreneurs that have a dream and vision for their lives.

Community Profile:

Amesville is a low-income, rural area of Athens County (Pop 60,000). It has 90 households and the surrounding townships have a population of about 2,600. There are few businesses, few extra-curricular activities and limited places for gatherings of area residents. It does however have some quality assets. The Amesville Elementary School is part of the Federal Hocking School District and houses about 360 students. The Grange, Masonic Lodge, Village Productions and churches are other institutions providing social activities and offering the opportunity for education and fellowship. The surrounding area is primarily small farms with a focus on corn, straw and hay production. The median income for a household in the village was \$35,000. Amesville is perhaps best known for the Coonskin Library. In 1803 residents sent an emissary to Boston to buy books using furs as barter for the transaction.

Select: Economic Development

Community Planning and Development

The community (Amesville and surrounding townships) feel there is a need for more entrepreneurial development and support. This includes the following sectors: agriculture, food service, arts, tourism, health/wellness and recreational activities and cultural events that can bring together all the diverse groups of people living in our area. This project is intended to build a sense of community, offer small business opportunities, engage local artists, farmers, businesses, and build a central place for community pride and sustainability.

Our expected outcomes for this effort should be:

1. Increased property values
2. More jobs with higher wages
3. Stronger tax base for Amesville
4. Retained population
5. Increased positive image
6. More accessible business financing
7. Better overall quality of life

Arts & Culture Strategy:

Community Change:

We see the impact of this effort in several areas: 1) Small scale economic development: increased awareness about activities in Amesville that can draw more people to events, concerts and classes that will benefit the entire community. 2) Educational demonstration: the recorded lore and history would be displayed through local websites, displays and other venues and provide information about Amesville and its culture to students, residents and non-residents alike. 3) Support for local businesses: local sponsorships and participation in concerts, classes and other events and would by default boost image and services of local merchants. 4) Image: the Amesville E Communities project would bring attention to an innovation and creative project in Amesville that would bring more positive attention to our community.

2013 Planning

ECONOMIC GROWTH: With limited land to expand it is difficult to find new business opportunities. Home businesses offer one option to growth, but also have limits to their scope. Existing businesses include: Amesville Elementary (39), Coonskin Crossing (7), Airclaws (18), Community Bank (6), Thrift Girls Too (2), **Kasler's Restaurant (7)**, Post Office (5), Ripple Massage (1), Late Night Auto (2), Athens Electric (4), Halycon Hypnosis (1) and the Village of Amesville (8).

SOME POSSIBLE GOALS

REOPEN A NEW RESTAURANT

ESTABLISH A BAKERY

OPEN A CRAFT COOP

OPEN A CAFÉ

CERTIFY GRANGE KITCHEN FOR COMMERCIAL USE

CERTIFY ACRE KITCHEN FOR SMALL-COMM USE

OPEN A MICRO-BREWERY

SALES ROOM AT ACRE FOR ARTISANS

SMALL SCALE MUSEUM OF LOCAL HISTORY

TOURISM: Amesville has a very positive image in and around Athens County. It has been voted the "Best Small Town" by readers of the Athens News for 4 straight years. The challenge is using that image to draw people to events, businesses and recreational activities in and around Amesville. Tourism needs places to stay, places to eat, things to see and outdoor events to succeed.

SOME POSSIBLE ADDITIONAL GOALS

TRAINED DOCENTS TO PRESENT GUIDED TOURS

SELF-GUIDED MINI-MUSEUM

CABOOSE MUSEUM IN GIFFORD PARK

MORE FESTIVALS

SECOND SATURDAYS AS REGULAR EVENT

BED AND BREAKFAST IN AMESVILLE

COLLABORATIONS WITH CHESTERHILL, STOCKPORT ETC.

BIKING RALLYS

Measuring Business Performance

You want to have a plan when it comes to measuring business success. Here are just a few methods of measuring business performance at your company:

1. Look At Your Business's Financial Statements

When you think about measuring the success of your small business, you need to see how much money it's generating. Obviously, money is important when you run a business. Without it, your business is done. With it, you can grow your business and continue pursuing your entrepreneurial dream. How much money is going in and out of your business?

The three main [financial statements](#) you can use at your small business are the income statement, balance sheet, and cash flow statement.

The [income statement](#) measures the profitability of your business during a certain time period by showing your business's profits and losses. The [balance sheet](#) shows your business during a certain time period by showing your business's profits and losses. The [balance sheet](#) shows your business's financial health, measuring how much you owe and own. And, the [cash flow statement](#) shows how liquid cash is at your business.

Measuring business performance means checking out the money flow of your business. If you want to see how profitable your business is, check out the financial statements.

2. Check Customer Satisfaction

One important measurement of small business success is customer satisfaction. If your customers aren't satisfied after buying from your business, they probably won't do it again.

How do you measure customer satisfaction? There are a few different ways, including through surveys, reviews, or even asking, "Did you find everything you were looking for?"

At Patriot, we pride ourselves on excellent customer satisfaction. We are all about reviews and making sure that our customers are happy with the software we provide. When we receive reviews, we post them on our company website. That way, others know what real people have to say about our products.

Customers help us improve our products. My customers know what they need, and I learn how to satisfy their needs by listening to them. Many of the features we add to our software are because of customer requests.

3. Average How Many New Customers You Get

Knowing how many new customers you get is a great way to measure your business's success and predict growth. If your business is stagnant with the same 25 customers, you might need to kick up your marketing strategy.

Rural Action's mission is to foster social, economic, and environmental justice in Appalachian Ohio. Together, we envision a region of clean streams, healthy forests, thriving family farms, meaningful jobs for everyone, lively towns that remember local history and celebrate their stories, and people working together to make this vision a reality.