



BUILDING A BETTER HILLIARD

Legacy Project Leadership Hilliard - Class 2008-09

Summary and Close

June 22, 2009

Leadership Hilliard Mission: *To enhance the Hilliard community by developing and cultivating current and potential leaders.*

2008-2009 Class Roster

Rich Capuano	Mike Carr
Becky Converse	Tony Hunter
Cheril Lee	Richard Mason
Mary McGhee	Kristen Mosely
Linda O'Horo	Beth Orr
Pauline Russ	Chris Stoffers
Derek Stone	Linda Ulrey
Shelby Watts	

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Introduction and Objectives

In an effort to expose Hilliard Community Members to leadership, networking and teambuilding opportunities, the Hilliard Area Chamber of Commerce created a program entitled Leadership Hilliard. Each year, this organization is tasked with the creation of a project designed to enhance the Hilliard Community with some tangible benefit. The 2008-09 project theme is “*Building a Better Hilliard*” and the objectives include:

- ❖ Enhance economic vitality
- ❖ Increase amenities that attract residents and visitors
- ❖ Community immersion and involvement
- ❖ Creation of opportunities to meet the diverse needs of the community

When considering projects, we brainstormed a variety of ideas that were evaluated against specific criteria: the ability to be self sustaining post implementation; tangible benefit to the community; funding availability; and realistic. Further, we wanted a project that would exemplify the mission and values of Leadership Hilliard further establishing the overall value of this organization to Hilliard community members and businesses. Upon researching these ideas, we committed to adopting an enhancement project.



Vision

A community's vision should reflect the common values of that community; at the same time, however, it needs to be inclusive of the diverse populations which make up that community and should reflect the qualities that make the community unique. Leveraging this thought process, we assessed values we wished to exemplify as leaders, as an extension of the Hilliard Chamber of Commerce and as community members. These include:

- * Involvement
- * Diversity
- * Quality of Life
- * Education
- * Community Identity

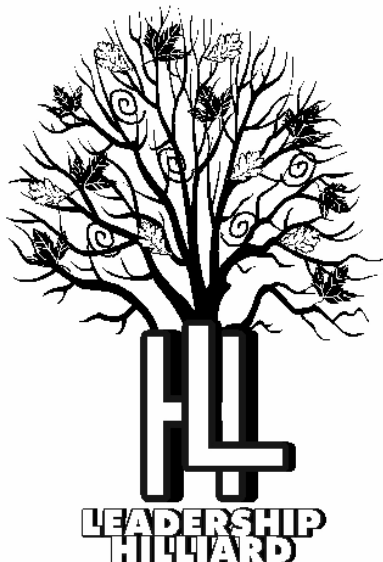
Utilizing the Leadership Hilliard values in conjunction with our project values, we established a vision that will guide us to a successful outcome.

Enhance community vitality, attractiveness and immersion by supporting the Hilliard downtown revitalization effort leading to –

- ☆ An increase in community spirit and engagement;
- ☆ Leadership opportunities to Hilliard students;
- ☆ Increased interest in community service; and
- ☆ The culmination of an enhancement that the community will be proud of.

Legacy Project Overview

The group made a final decision to support the downtown revitalization effort by beautifying the **Rails to Trails** entrance. This choice allowed us to meet all of the objectives established in support of our Building a Better Hilliard theme in addition to reflecting the values we deem are imperative to this project.



Enhance economic vitality & Increase amenities that attract residents and visitors

Choosing to enhance the Rails to Trails entrance encourages additional visitors to downtown and potential residents to Hilliard. As a piece of the whole revitalization effort, we seek to create a strengthened community bond.

Community immersion and involvement

This Leadership Hilliard class sought to involve the community with implementation of this project. Volunteers from our schools as well as various civic groups will be used for the planting; and, the design leveraged to enhance was chosen from plans submitted by students at Tolles. We hope this will create a greater sense of pride and ownership.

Creation of opportunities to meet the diverse needs of the community

We envision family and group picnics and activities, use during Hilliard community wide events, and a haven for study groups and budding artists

Upon choosing a project, we decided to leverage potential design plans submitted by Tolles Career and Technical center students to increase community involvement. We then decided to launch the plan in conjunction with Arbor Day for an official kickoff of April 25, 2009 that involved the whole Hilliard community.

Funding Strategy & Summary

Recognizing quickly a need for sponsorship and funding to cover landscaping supplies, a group of team members put together a plan to offer sponsor packages in return for advertising and PR. The packages were broken into 3 categories:

Gold – Donation of \$200.00

- Plaque with name of company or individual located at tree site
- Name of company or individual listed in media kit
- Name of company or individual listed in launch day program
- T-shirt with name of company or individual

Silver – Donation of \$100.00

- Name of company or individual listed in media kit
- Name of company or individual listed in launch day program
- T-shirt with name of company or individual

Bronze – Donation of \$50.00

- Name of company or individual listed in media kit
- Name of company or individual listed in launch day program

This approach along with a healthy donation from the City of Hilliard netted a budget of \$4950.00. Expenses for the project totaled \$4,082.83 (267.17 under projected) leaving us \$867.17 under budget. This amount will be deducted

from the donation provided by the City of Hilliard so that these funds may be leveraged for other projects. Funds and expenses received have been validated and reconciled with Steve Mazer of the City of Hilliard.

Leadership Hilliard 2008-2009 Project Building A Better Hilliard

DONATIONS RECEIVED		
Donor	Amount	
City of Hilliard	\$2,500.00	
Misc.	\$2,450.00	
Total Budget:	\$4,950.00	

PLANNED BUDGET			
Vendor	Budgeted	Actual	
Home Depot	\$150.00	\$86.16	
Buck & Sons	\$3,144.00	\$2,983.31	
Sign-A-Rama	\$450.00	\$450.50	
Ares Sportswear	\$456.00	\$455.56	
Port-Kleen	\$150.00	\$107.30	
Total Expenses	\$4,350.00	\$4,082.83	
Variance to Budget:	-267.17		

Sponsor	Projected Support	Received Y/N
Erickson Retirement	\$200.00	Y
Carrie Stanley-Davis Nationwide	\$200.00	Y
Credit Union of Ohio	\$200.00	Y
Robert and Christine Stoffer	\$200.00	Y
Dover Home Remodelers, Inc	\$200.00	Y
Flyers Pizza and Subs	\$200.00	Y
Buck and Sons	\$200.00	Y
Coldwell Banker	\$200.00	Y
Fifth Third Bank	\$200.00	Y
John Boch, II	\$200.00	Y
Chick-fil-A	\$150.00	Y
ITT Technical Institute	\$100.00	Y
City Kids Daycare	\$100.00	Y
Hilliard Cleaners	\$50.00	Y
Mary McGhee	\$50.00	Y
Total	\$2,450.00	

Self Sustainment

An important criterion for project selection was the ability for the project to be self sustaining post implementation. The Leadership Hilliard team worked with the City of Hilliard and the Hilliard Garden Club to plan for ongoing maintenance. The City of Hilliard has added the trees planted at the site to their watering route and the Hilliard Garden Club has agreed to add the site to their maintenance schedule. These measures will ensure the landscaping flourishes.

A Sense of Community

Other objectives established by the leadership team for the Building a Better Hilliard project revolved around community engagement and education. We wanted this to be a Hilliard community project, not just a Leadership Hilliard project. To accomplish this mission, the volunteer, contest and RP committees worked closely to involve Hilliard residents, civic groups and schools. By involving these groups in all aspects of the project, a sense of ownership, community immersion and word of mouth was achieved.

To obtain the landscape design, we reached out to Tolles Career and Technical Institute to have students submit landscape recommendations. We worked closely with the City of Hilliard to select a design that would work well with the Rails to Trails entrance. The students with the selected design were recognized in the Hilliard community newspaper and with plaques presented during the Planting Day dedication ceremony.

To further involve the community, the leadership team reached out to leadership groups within Hilliard High Schools and sought volunteers. These volunteers were leveraged to assist with planting and with guiding younger volunteers to develop their own leadership skills.

Project Implementation

Sub Committees

Once initial decisions were made, we created subcommittees to break out the work involved. Subcommittees provided updates and necessary decisions were completed during group meetings.

Sub Committee	Definition and Tasks
Public Relations (PR)	Responsible for media releases, advertising, brochure planning, printing and distribution, school publications, contest releases
Website/Contest Planning	Will work closely with PR to ensure the consistency of information; will work with the schools on the details of the contest; responsible for building and maintaining the contest website; will execute the contest.
Volunteer Engagement	Will work with civic and school groups to obtain volunteers to assist with planned enhancements; will work with schools to ensure volunteer requirements are met; will create volunteer schedules.
Bureaucracy Requirements	Will work to obtain all potential planning and zoning permits and fulfill requirements to obtain said permits.
Kickoff Planning	Responsible for planning, obtaining supplies and execution of enhancements. Will work closely with volunteer members to coordinate planning. Will plan and execute the launch celebration.
Funding	Will work to obtain sponsors for supplies; coordinate fundraising activities.

Project Communication

Project communication was accomplished via the following methods:

- Email between members
- Yahoo group postings
- Weekly to biweekly status updates provided by PM
- Sub-Committee meetings
- Scheduled LH Meetings

Activity and sub committee updates were provided to the Yahoo group site or directly to the PM to be included in a compiled status update.

Press releases were published multiple times throughout the project to invite volunteers to assist during planting day, to announce the Building a Better Hilliard project and to recap the details of the event.

Milestones/Timeline

Milestone	Target Date (Draft)
Project Selection	December 8, 2008
Project Charter Completed	December 8, 2008
Committees and Roles Selected	December 8, 2008
PR Plan in Place	January 13, 2009
Website Built	January 13, 2009
Contest Plan in Place	January 13, 2009
Volunteers Established	February 2, 2009
Bureaucracy Requirements Established	January 13, 2009

Contest Complete	February 15, 2009
Communication Plan Launched	March
Landscape design finalized	March 9, 2009
Celebration details finalized	March 21, 2009
Suppliers Identified	March
All supplies in place	April 20, 2009
Site marked for design	April 23, 2009
Project Kickoff Celebration	April 25, 2009

Lessons Learned

Testimonial: "Leadership Hilliard has been wonderful experience. At times it has been challenging but we have all learned from those moments and each other. We have watched individuals step up and take charge when it was needed and step back and let others when they needed help. We saw this throughout every meeting and experience we had together."

Lessons Learned include:

- The most important lesson that we have all taken away from this experience is to trust others and their ability to lead as well as our own abilities.
- We have all met strong intelligent leaders from our community whether they were other members of Leadership Hilliard or school board members or city council members and those bonds formed with them will continue to help us in both our professional and personal lives as we continue to help the City of Hilliard grow.
- Prior to first meeting: Thought, Going in blind, knowing everyone in the class is a leader.
- Leverage multiple communication venues...this will ensure everyone receives the message one way or the other

Thank You

The Leadership Hilliard class of 2009 would like to thank the following for their assistance and support:

- **The City of Hilliard** - They have been a great help throughout this entire project and will continue to assist us in the following weeks including on planting day. We definitely could not have done this without them.
- **Buck and Sons** – for all of the extras above and beyond.
- **Leadership Hilliard alumni group and board** – They provided a huge amount of guidance without which we would have been a great deal less prepared
- **The Chamber of Commerce** – for providing us the opportunity to grow
- **Tolles and Jim Scott** – for providing students and guidance when seeking the right design
- **Hilliard City Schools**
- **Melissa Swayngim** – Who patiently worked with us on all of the details

