



## **Our Community. Our Businesses. Our Future.**

### **MISSION STATEMENT:**

To enhance the community by attracting and retaining young professional talent to the greater Lima/Allen County area.

Board President: Alexa Miller, Anytime Fitness

Leadership Board meets the first Wednesday of every month

### **2017 ACCOMPLISHMENTS:**

- Increased community pride through Love Lima initiatives and projects that beautify and enhance the Lima area to in turn enhance community pride
- Implemented 4 Community Engagement projects for Lima Young Professionals to volunteer and give back to the community by earning Love Lima Service Hours. Projects had an impact on: educating others, helping the less fortunate, improving the environment and effecting the health and well-being of others
- Encouraged YP representatives for the various Chamber committees and programs, community organizations and community leadership positions and representation at chamber programs, events, press conferences.
- Created and operated the first ever Love Lima Week which included an event Sunday through Saturday and everything from a Praise Gathering to numerous events for families and friends to enjoy together
- Increased and improved marketing of Lima YP and Love Lima through external communications across all media platforms
- Began the development of a collegiate and secondary education partnership with the area college and high school students
- Collected data on the trends, amenities, needs that would attract and retain or enhance their desire for young professionals to move or relocate to our community

### **2018 GOALS:**

- To further develop and organize the Collegiate and High School level YP groups with local students and launch it in at least 5 local colleges and high schools combined
- Strengthen the YP and Love Lima Brand awareness
- Grow the YP membership base by at least 10%
- Improve and engage more organizations and individuals in Love Lima Week
- Engage more YP's through industries that are less represented such as manufacturing and education