



“Rise Up Ravenna”

2020 was quite the year to say the least... We started the year with a jam-packed calendar of excitement, activities, and events for ALL to enjoy and benefit from. Our focus for 2020 was on ensuring our members and community were offered the opportunity to enhance their businesses through the educational resources that we were offering. These opportunities started off by offering our “Mentor Workshops” where we focused on Marketing and Social Networking. Our “Rise and Shines” and our “Un-Winds with Ravenna” was another event where each member was given the opportunity to HOST and invite Chamber Members to their Business location with the intention of learning more about their business in addition to networking and building business relationships. “Honorary way” which is located at the corner of the courthouse lawn, is a great way to honor and recognize “Good Samaritans” that have given their time, dedication, and passion to the Ravenna Community, by having a street sign proudly displayed in their honor. We also had planned on Hosting our Annual “Raven Awards” Ceremony, honoring any NEW business that opened their doors in 2019, or had NEW Renovation, NEW Construction, as well as our Citizen of the Year, Volunteer of the Year, and our Lifetime Achievement Award Recipients. Our “Only in Ravenna” event, “Golf Outing”, “Ravenna On Display”, “Downtown Merchant Halloween Walk”, and the “Ravenna Holiday Celebration-Midnight Madness” were all on the calendar and planned for 2020 as well.

Then March came which included what no one had ever expected ... One thing that 2020 has taught us is that you can plan for everything in the world but at the end of the day you cannot control the outcomes of a situation and you only can control the way you REACT to it. Seeing how quickly our worlds were changing, I knew something had to be done quickly. This was the time to really think outside of the box, be open to change and really focus on what we CAN do instead of what we Can't do.

Within the 1st week of the shutdown, we started reaching out and connecting with ALL businesses. It did not matter if they were chamber members or not this was an experience that affected EVERYONE “We were truly in this TOGETHER” and it was the time to link arms together and RISE UP RAVENNA!!! It was crucial that we kept promoting and sharing the experiences and how our businesses were handling the pandemic. We started facebook page sharing all the businesses “need to Know” information as well as any funding opportunities and guidelines. We started scheduling ZOOM Interviews and streaming them on Social Media. It was a passion of mine to not only say “We are in this Together” but truly lead by example and show one another that our ACTIONS speak louder than our words. This is where the Rise Up Ravenna campaign came into the picture. We

created a video that showed the faces of our community and businesses with words of inspiration showing that we will RISE UP.... We also launched the 1st ever “Rise UP Ravenna Raffle” where the Chamber raised over \$15,000 in ticket sales and funds to be given back to our business community to show them that are not alone. It was the ULTIMATE GIVE BACK.. Included in these efforts was a “Drive thru Ticket Booth” promotions from FOX 8, and a Proclamation from the Treasurer of Sate congratulating us on our efforts and ability

to adapt to change and find a way to overcome the negative and focus on the positive. Another NEW event that was not planned was our “Local-Biz Opoly” which was



a sense a Monopoly game board, however this was a printable game that had our participating businesses represented and was used to encourage community members to continue to support local. Once a community participant completed the block or gameboard showing proof of purchase or support, they then could submit their entries for a chance to win a \$250 Visa Gift Card. Instead of our Halloween Merchant Walk, Downtown, we partnered with Ravenna Parks and Rec and offered a ‘Drive Thru Trick or Treat’ at City Park to ensure we were following the guidelines and protocols that were in place. All in ALL, it was a crazy year ...however the Ravenna Chamber considers 2020 to have been one of the most successful years to date.

Looking forward to 2021, the chamber has a quite a few activities planned for this year. We have kicked off our Rise and Shines and Un-Winds with Ravenna all while maintaining socially distanced and of course wearing our masks. We have also kicked off our 1st Mentor Workshop Virtually with the hopes, restrictions will be lifted so we can gather face to face. Our Annual events have been shifted towards the summer and Fall months with the goal of having an outdoor venue. We will have 2 Honorary Way Ceremonies. Our Raven Awards Ceremony will look much different than in the past. We will be holding the ceremony at the Ravenna High school Football Stadium the Wednesday leading up to the Rivalry game between Kent and Ravenna. Our focus is to get ALL involved, we want our youth, our community, and our businesses to continue to come together as one and support one another. Our Golf Outing will be held as usual at the Windmill Lakes Golf Course. We are still planning on having an event such as Ravenna on Display outdoors tied to a scavenger hunt. Our Halloween