



The Livingston County Action Plan

The 2021 plan

Important note

This plan was developed in Apple Keynote (and also saved as a PowerPoint presentation) for several reasons:

1. It can easily be added to, or timelines changed, or assignments altered. No items should be eliminated without serious consideration.
2. It is a working plan or "To Do List" meant to be fluid. Times change and sometimes plans also require changes, which can easily be accommodated.
3. It is simple and straight-forward and everyone plays a role in implementing the initiatives herein.
4. This is a one-year plan, with some initiatives for 2022, and it should be updated in September of 2021 with a fresh set of initiatives for 2022.

If the villages of Livingston County and their partners implement this plan, the county's tourism revenues should **DOUBLE** in 2022, helping reduce the severity of the economic impacts of the 2020 pandemic. This is a one year recovery plan.

2021 will be the "getting ready year" for the people of Livingston County so that this "Recovery Assessment & Plan" will help the county bounce back from one of the greatest economic disasters in U.S. history.

BUT the county is only as good as the sum of its parts: The villages and towns within the county, and supporting businesses, attractions, and amenities. So mutual co-operation is essential for success.

Important facts

That drive this entire program

Entire focus:

What else can be done, locally, to make Livingston County an even better, stronger, more desirable place to live, invest in, and visit.

IMPORTANT STATISTIC #1

Tourism:

Tourism is the front door to your non-tourism economic development.



IMPORTANT STATISTIC #2

Economic development:

Jobs are going where the talent is, or wants to be







January - March 2021

First quarter 2021 goals

1. To create the Genesee River Valley Team
2. To establish the Genesee River Valley brand and to promote it so that every county resident knows it, shares it with those who visit them, and will help spread the word.
3. To arrange for contracted assistance to develop a world-class marketing program.



Create the Destination Genesee River Valley Team:
Your “board of directors”

Timeline: January 2020

Lead: Livingston County

Cost: None

Funding source: N/A

Details

- Livingston County Chamber director
- Livingston County Tourism Director (Chamber)
- County Economic Development
- Two county supervisors
- County Administrator
- Two lodging representatives
- Letchworth State Park Superintendent
- Genesee Country Village & Museum
- Golf Course owner
- Citizen at large
- Local Foundation (?)
- Gateway Villages Initiative

Details

The GRV Team would be charged with:

- Providing direction to the Chamber, which holds the tourism marketing contract with the county for 2021.
- Lodging tax funds are, by law, to be used for the promotion and development of tourism. These funds must not be intermingled with the Chamber's general funds. The GRV Team would oversee the usage and disbursement of the funds.

BREAKING DOWN THE SILOS: Creating Winning Partnerships

Presented by Roger Brooks



YOU WANT DOERS NOT DIRECTORS: Crafting the Perfect Organizational Board

Presented by Roger Brooks



Perhaps two brown-bag breakfasts or lunches - one video each time. Invite other civic leaders. Stream on a large screen if possible.

Make sure the Team is on board. It's ok if a few people bow out. It's easy to be a "director," but a "doer" requires a commitment and action.



Assign a spokesperson for the GRV Team:
Enthusiastic | Younger | Outgoing

Timeline: January 2021

Lead: GRV Team

Cost: None

Funding source: N/A

Details

The spokesperson is the “voice” and “face” of Livingston County. This person should be in their 20s 30s or 40s, be very enthusiastic, and would appear in short teaser videos (engaging locals and to promote the county), and speak to local villages, chamber and other meetings to spread the word about the branding, marketing and product development efforts.

This could include two or three people that can “divide and conquer” and should include local or area public information officers.



Consider assigning a person, full-time, to this effort for the 2021 calendar year. They need to be ultra-focused and dedicated to implementing this plan.

Timeline: January 2021

Lead: Livingston County

Cost: None

Funding source: N/A



Set a monthly meeting schedule for the team
as you implement this plan
(monthly meetings are not included each month in this plan's
timeline)

Timeline: January 2021

Lead: GRV Team

Cost: None

Funding source: N/A



Present the marketing place-brand
(Genesee River Valley) to the county for adoption

Timeline: January 2021

Lead: GRV Team

Cost: None

Funding source: N/A



Finger Lakes West?
Genesee Valley?
Finger Lakes Farm Country?
Genesee River?
Lake Conesus?
SUNY Geneseo?
Home of Letchworth State Park?
Livingston County?

Details

The county is adopting the name - not necessarily the logo (as seen here). The tag shown under the logo would change depending on the situation or media where the Valley is being promoted.

The same with the top introductory text "The amazing" or "The beautiful" Genesee River Valley.

With official adoption by the county, it will be easier to have state agencies (NYDOT, NY Tourism & others) begin marketing the area as the Genesee River Valley.



FACT

The more you have to offer, collectively, the further people will travel & the longer they will stay.



Have the GRV domains transferred to the county

Timeline: January 2021

Lead: Livingston County

Cost: None

Funding source: N/A



Work with the county wayfinding team on finding ways to promote the Genesee River Valley on I-390 at gateway locations

Timeline: January 2021

Lead: Livingston County | GRV Team

Cost: None

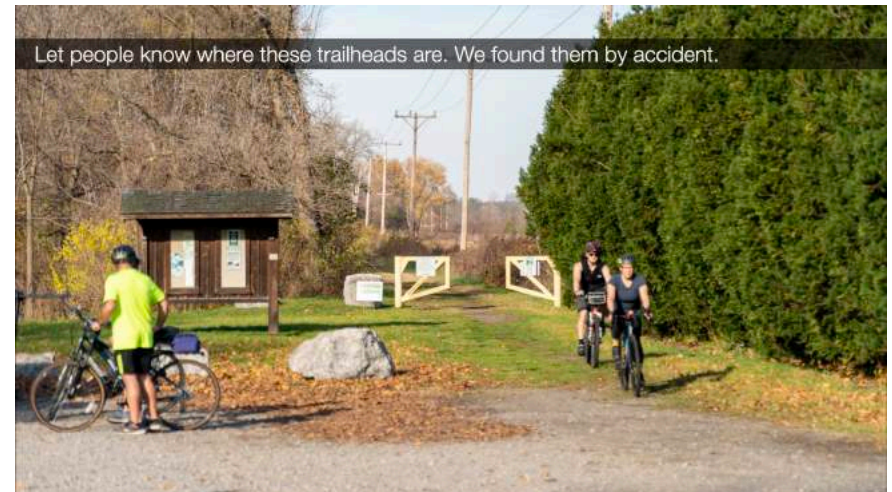
Funding source: N/A

Details

Don't be afraid to promote "the famous Genesee River Valley" on signage.

When working with NYDOT and the Wayfinding committee, make sure additional attractions signage is included along I-390. Currently, the only attraction even noted along the freeway in the county is for the Mount Morris Dam.

This should also include the Greenway trail heads.





Meet with the villages to share this plan and what the GRV Team can use from them to help promote their areas

Timeline: January through March 2021

Lead: GRV Team spokesperson

Cost: None

Funding source: N/A

Details

- Photography
 - Upcoming events
 - Brochure distribution
 - Road construction updates | happenings visitors should know about
 - A heads up on the branding and marketing effort
 - This would best be done in a "council meeting" and would take place every quarter
 - NOTE: The county is only as good as the sum of its parts - so the villages should be actively involved in product development initiatives
-
- Initially, the GRV Team should meet with each village, individually, to bring them up to speed regarding this effort. Then host a quarterly meeting attended by stakeholders from all of the villages and the GRV Team.
 - Plan on meeting together in a location that moves each quarter around the county
 - This would be a quarterly update and is meant to generate a LOT of enthusiasm - marketing partnerships and product development initiatives



Issue RFQ for graphic design, public relations,
web-development initiatives.
Livingston County retains ownership of all IP

Timeline: February 2021

Lead: GRV Team

Cost: None

Funding source: N/A

Details

- The firm you contract with will work on a project basis, other than perhaps the public relations aspect which could be on a monthly retainer basis, since it's an ongoing initiative.

Details

- Style Guide
- New website
- Brand awareness posters
- Trail maps and guides
- Best of the Genesee River Valley rack brochure
- Social media channel graphics
- Online press kit (part of the website)
- Pole banners
- Holiday Shopping Guide to the GRV
- Supervise professional photographer
- Initial video clip development using GRVT spokesperson



Issue RFQ for development of a
B-roll video and still photography library (all four seasons)

Timeline: February 2021

Lead: GRV Team

Cost: None

Funding source: N/A



Contract for marketing agency expertise
(one year agreement)

Timeline: February 2021

Lead: Livingston County Tourism (chamber)

Cost: By project

Funding source: Lodging taxes



Contract for professional photography/videography
(one year agreement)

Timeline: February 2021

Lead: Livingston County Tourism

Cost: Pay per each of five shoots

Funding source: Lodging taxes



Photography: First shoot immediately
To gather winter recreational shots: focus on activities

Timeline: February 2021

Lead: Livingston County Tourism

Cost: \$10,000

Funding source: N/A



Work with SUNY Geneseo if they have multi-media and marketing courses: real life marketing experience

Timeline: March 2021

Lead: GRV Team | Tourism

Cost: None

Funding source: N/A



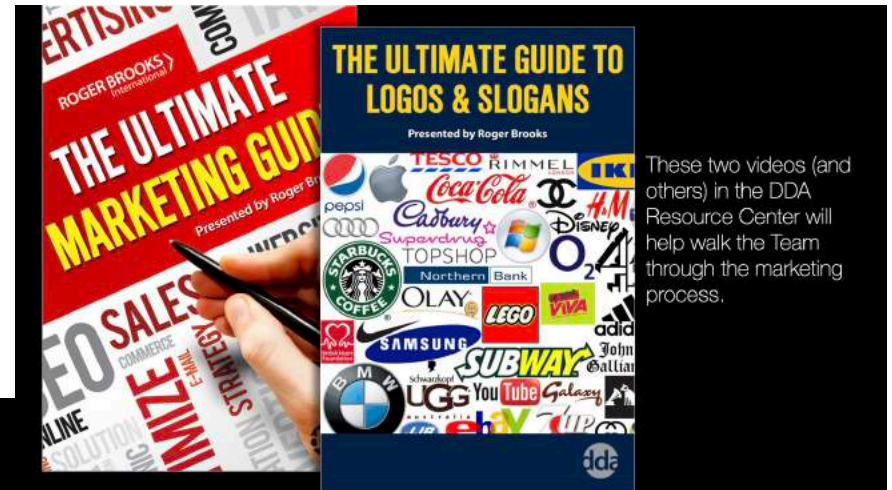
Marketing agency: Develop the Genesee River Valley
Brand Style Guide

Timeline: March 2021

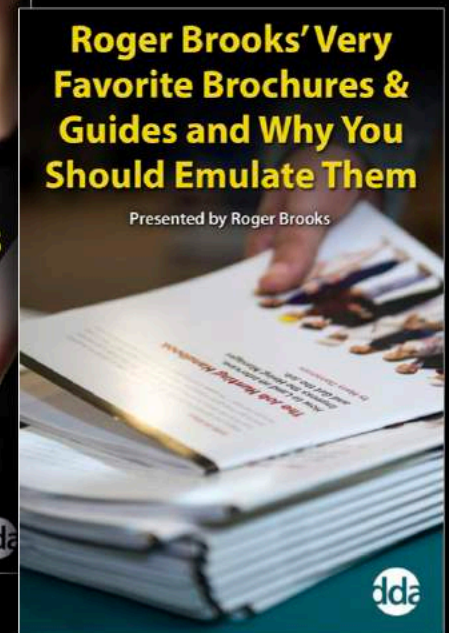
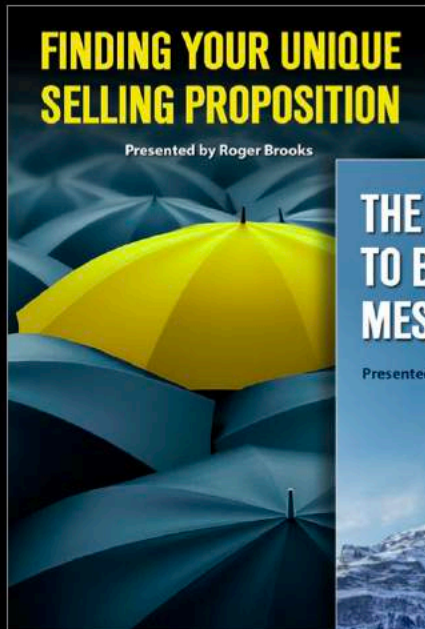
Lead: Livingston County Tourism

Cost: \$15,000

Funding source: N/A



These two videos (and others) in the DDA Resource Center will help walk the Team through the marketing process.





Marketing agency: Design and bring live the social media channels

Timeline: March 2021

Lead: Livingston County Tourism

Cost: \$3,500

Funding source: N/A



Schedule Samantha Brown for a
“Places to Love” episode or a separate video shoot

Timeline: March 2021

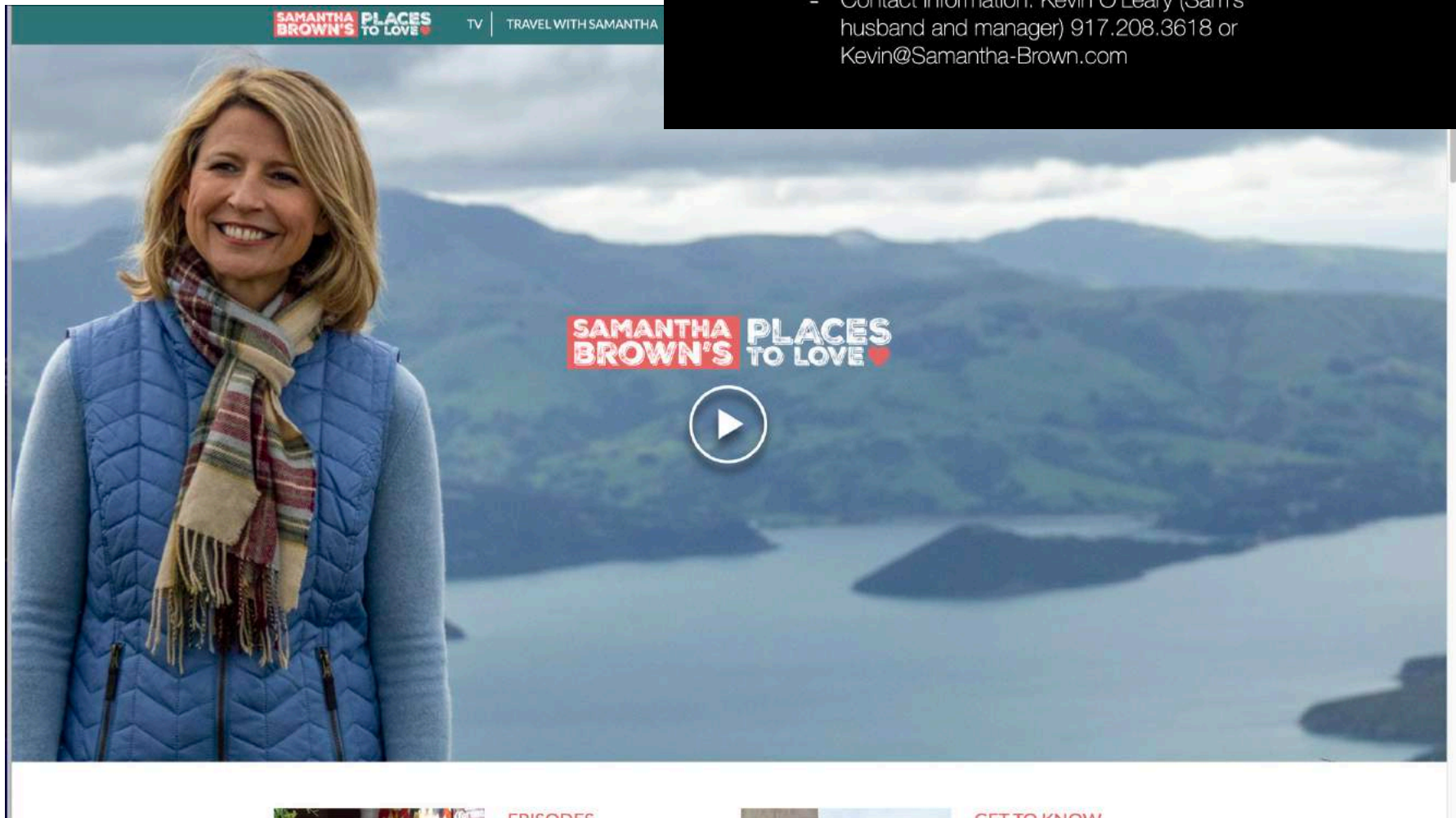
Lead: Livingston County Tourism

Cost: To be determined

Funding source: N/A

Details

- Samantha Brown is a New Yorker (Brooklyn) and loves traveling and promoting the state and has done several episodes of Places to Love within the state.
- The idea would be to have her and her crew come out in late spring, summer or even for fall color - depending on her shooting schedule.
- Contact information: Kevin O'Leary (Sam's husband and manager) 917.208.3618 or Kevin@Samantha-Brown.com





Meet with local press (editorial)
about changing the branding focus
to the Genesee River Valley

Timeline: March 2021

Lead: Livingston County Tourism

Cost: None

Funding source: N/A

January

- GRV Team
- Spokesperson
- Full-time effort
- Set a monthly schedule
- County brand approval
- Wayfinding I-390
- Meet with villages
- GRV domain transfer

February

- RFQ: Marketing
- RFQ: Photography
- Team meeting
- Marketing contract
- Photography contract
- Winter photo shoots

March

- SUNY Geneseo
- Team meeting
- Brand style guide
- Social media channels: go
- Samantha Brown agreement
- Engage local press

Total spend this quarter: \$33,000



Develop, from the ground up, a new tourism website:
Emulate ExploreSquamish.com and ExploreAsheville.com

Timeline: April 2021

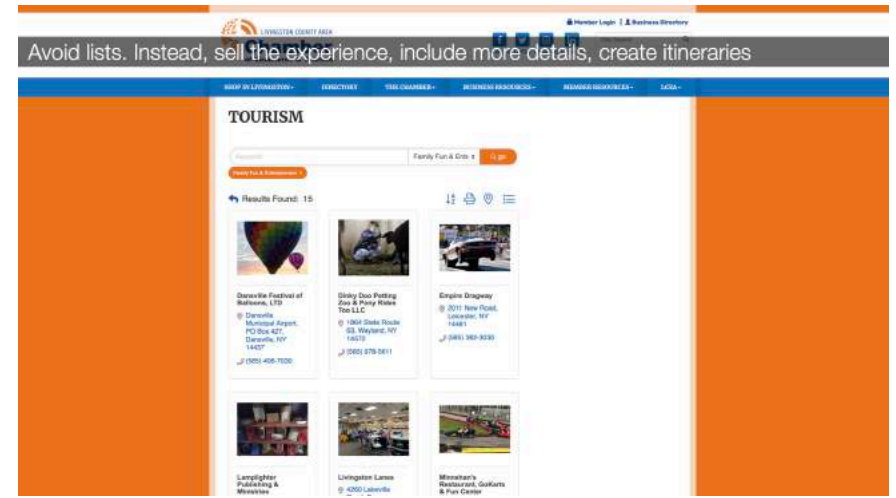
Lead: Livingston County Tourism

Cost: \$17,000 Including monthly improvements, additions

Funding source: To be determined




Don't promote the chamber - that creates issues. Instead: "official site"





Google livingston county new york tourism


Add "Official Tourism site for Livingston County" - if that's the case


About 68,406,000 results (0.79 seconds)


- 


fingerlakeswest.com
Livingston County Tourism: Home
 Find inspiration in Livingston County. Letchworth State Park is the region's crown jewels. The park spans 14 thousand acres along the majestic Genesee River. You've visited this page 2 times. Last visit: 11/3/20
- 

www.livingstoncounty.us › Explore Livingston County
Explore Livingston County | Livingston County, NY - Official ...
 Discover the towns and villages that make up Livingston County. Tourism. Tourist information for Livingston County area.
- www.facebook.com › Arts & Entertainment
Livingston County NY Tourism - Home | Facebook
 Livingston County NY Tourism, Genesee, NY. 3.1K likes. Visitor guidance and information for Letchworth State Park, Hemlock and Conesus Lakes, charming...
 ★★★★★ Rating: 5 - 9 votes - Price range: \$
- 

www.livingstoncounty-chamber.com › list › tourism-26
TOURISM | Livingston County Chamber of Commerce
 Enjoy your getaway or event at this spectacular home on beautiful Conesus Lake in Livingston County! Find us on Airbnb. 4223 East Lake Road Livonia NY ...
- 

www.loveny.com › listing › livingston-county-chamber...
Livingston County Chamber of Commerce & Tourism - I Love NY
 County Chamber providing visitor information service via website, toll free phone and with two county information centers - Genesee and Danville.
- 

daytrippingroc.com › livingston-county
Day Trips in Livingston County | Day Trips Around Rochester ...
 Enjoy a self-guided walking tour of the four-corners crossroads of Routes 5 & 20, and NY-15A. Head up Rochester Street and around College, Genesee, and ...
- 

www.yelp.com › search › find_loc=Livingston+County+...
Top 10 Best Things to Do in Livingston County, NY - Last ...
 Reviews on Things to Do in Livingston County, NY - Tree Creations, Letchworth State Park, ... The owner and our tour guide were super nice and informative.
- 

www.visitrochester.com › listings › livingston-county-...
Livingston County Chamber of Commerce and Tourism Office
 Livingston County Chamber of Commerce and Tourism Office. Address: 4635 Millennium Dr



Host village retail presentations (evenings or mornings):
Recovery workshop | Increasing retail sales

Timeline: April 2021

Lead: LCED (Louise)

Cost: Included

Funding source: N/A



SIDEWALK DINING: The Do's, Don'ts, and Some Awesome Examples

Presented by Roger Brooks

Destination Development
Association





Wolfville, Nova Scotia

OPTION:

Have the DDA do a live workshop covering all of these topics using local examples, record it, then have it available 24/7 to local businesses.





Identify ten places to have the 24/7
brochure distribution racks mounted around the county

Timeline: April 2021

Lead: Livingston County Tourism

Cost: None

Funding source: N/A



Contract to have ten wall-mounted brochure distribution racks designed and fabricated

Timeline: April 2021

Lead: Livingston County Tourism

Cost: \$4,500

Funding source: N/A

Details

- Village and county offices
- Local libraries
- Chambers of Commerce
- Hotels
- Campgrounds
- Informational kiosks at trail heads
- Local museums and historical attractions
- College campus
- B&Bs | to AirBNB owners | VRBO owners
- Area parks
- Restaurants and retail shops (selective)

The Bruce Peninsula, Ontario



Mahone Bay, Nova Scotia



Wickford, Rhode Island





Develop a schedule to speak at auxiliary organizations throughout the county:

Rotary | Kiwanis | Elks | Eagles & others

Timeline: April 2021

Lead: GRV Team

Cost: None

Funding source: N/A



Work with the villages on adding hashtags to gateway signage and at information kiosks, promote to locals

Timeline: April 2021

Lead: Livingston County Tourism

Cost: \$3,000

Funding source: N/A



Begin posting two photos on Instagram & Facebook every day:
Use Hootsuite (or similar to automate this)

Timeline: April 2021

Lead: Livingston County Tourism

Cost: None

Funding source: N/A



Develop a Genesee River Valley YouTube channel and begin to populate it - first with an introductory video talking about the channel and what it will include

Timeline: May 2021

Lead: Livingston County Tourism

Cost: \$2,500

Funding source: N/A



Vet the candidates for each trail:
Golf | Arts, Crafts & Gifts | History | Breweries | Farms | Antiques

Timeline: May 2021

Lead: GRV Team

Cost: None

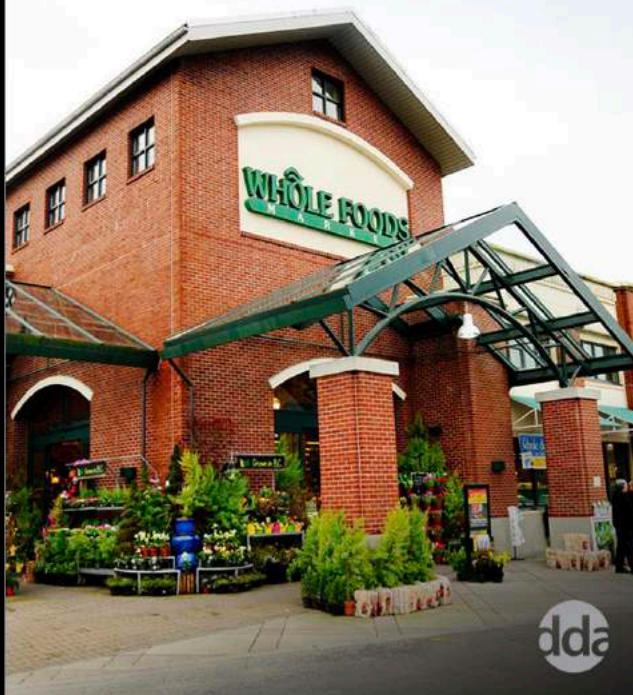
Funding source: N/A

Details

- Break into teams
- Visit each and secret shop them
- Look at reviews: TripAdvisor, Google, Yelp. Make sure they have 80% positive (four & five stars)
- Create the list for the Marketing Agency
- Do NOT let geography dictate the choices
- Remember: One bad apple can spoil the whole bunch.

Promoting Your “Anchor Tenants”

Presented by Roger Brooks



Use this video (DDA Resource Center) as a guide as you vet the candidates for each of the trails and trail maps.



Work with marketing agency on collateral materials:
Co-op costs | design & production | printing

Timeline: May 2021

Lead: Livingston County Tourism

Cost: None

Funding source: N/A



Schedule and produce the second photo shoot

Timeline: May 2021

Lead: Livingston County Tourism | Mkt. Agency

Cost: \$10,000

Funding source: N/A

Superlatives

- Beautiful
- Stunning
- Amazing
- Awe Inspiring
- Healthy
- Historic

Have organizations tag their efforts with “Located in the [superlative] Genesee River Valley”

Work with NY Tourism | Other statewide organizations
 SUNY Geneseo | Trails organizations | State Parks
 Chambers of Commerce | Resorts & lodging properties
 Local news organizations (papers, radio, media outlets)
 Historical associations | The villages



Work with villages, attractions, state to identify sites for public restroom locations, grant funding for development. Encourage them to open public restrooms.

Timeline: June 2021

Lead: Livingston County

Cost: None

Funding source: N/A

TrashCansWarehouse.com
TrashCansUnlimited.com



TRASHCANS UNLIMITED
THE BEST TRASH CANS AT THE BEST PRICE

About Us | FAQ | Resources | Get a Quote | Contact Us | Blog | Our Customers

- Categories
- All Trash Can Collections
- Aluminum Trash Cans
- Anti-Touch Trash Cans
- Bathroom Trash Cans
- Bike Bells
- Bulldozer Safety Barriers
- Cigarette Receptacles
- Commercial Grade Trash Cans
- Construction Site Trash Cans
- Custom Logo Trash Cans
- Designer Trash Cans
- Mesh Trash Cans
- Door Top Receptacles
- Drum Lids
- Galvanized Trash Cans
- Fiberglass Containers
- Gas Station Trash Cans
- Indoor Trash Cans
- Industrial Trash Cans
- Metal Trash Cans
- NYC Compliant Can Lids
- Office Trash Cans
- Outdoor Trash Cans
- Park Benches
- Pantries
- Plastic Trash Cans
- Permanent Plastic Receptacles
- Push Top Trash Bins
- Recycling Bins
- Restaurant Trash Cans
- Square Trash Cans
- Stainless Steel Trash Cans
- Swing Top Trash Cans
- Tables
- Touchless Trash Cans
- Trash Bags Lids and Liners
- Trash Can Ghy
- Trash Can Lids
- Trash Cans with Wheels

Commercial Grade Cans
Commercial Grade Cans

Commercial Grade Trash Cans for Indoor & Outdoor Use

We offer the best commercial grade trash cans in the marketplace. It doesn't matter what type of commercial grade trash can you are looking for, you will find it at TrashCans Unlimited. We have a broad selection of both indoor and outdoor trash cans that are built tough. Our commercial grade trash cans are designed for frequent use, harsh weather conditions, full capacity, and easy maintenance access. There are many styles, shapes, and colors for commercial grade trash cans. The hardest part will be choosing what you like best. Make your choice from stainless steel, stone panels, plastic, metal, and aluminum materials. Commercial grade recycling containers are also available for environmentally conscious facilities. For the best quality commercial grade trash cans at the lowest price, take a look at our selection below. Click any product for more information.

\$119.00 \$136.85	\$119.00 \$99.95	\$189.00 \$139.95	\$89.00 \$129.95	\$69.00 \$119.95	\$69.00 \$119.95	\$69.00 \$129.95	\$42.00 \$129.95	\$109.00 \$119.71	\$69.00 \$119.70	\$69.00 \$119.70	\$69.00 \$121.30	\$69.00 \$121.31
Compare	Compare	Compare	Compare	Compare	Compare	Compare	Compare	Compare	Compare	Compare	Compare	Compare
Choose Options	Choose Options	Choose Options	Choose Options	Choose Options	Choose Options	Choose Options	Choose Options	Choose Options	Choose Options	Add To Cart	Add To Cart	Add To Cart
\$189.00 \$149.25	\$119.00 \$139.25	\$449.00 \$324.25	\$96.00 \$144.25	\$109.00 \$149.25	\$169.00	\$119.00 \$169.46	\$99.00 \$139.25	\$272.00 \$179.55	\$465.00 \$329.55	\$544.00 \$429.75	\$197.00 \$129.25	\$109.00 \$154.75
Compare	Compare	Compare	Compare	Compare	Compare	Compare	Compare	Compare	Compare	Compare	Compare	Compare
Choose Options	Choose Options	Choose Options	Choose Options	Choose Options	Choose Options	Choose Options	Add To Cart	Choose Options	Choose Options	Choose Options	Choose Options	Add To Cart
\$399.00 \$383.85	\$499.00 \$319.95	\$429.00 \$319.95	\$429.00 \$319.95	\$499.00 \$329.25	\$499.00 \$329.95	\$399.00 \$319.52	\$299.00 \$254.15	\$249.00 \$191.47	\$349.00 \$194.95	\$399.00 \$249.95	\$299.00 \$219.95	\$299.00 \$219.49
Compare	Compare	Compare	Compare	Compare	Compare	Compare	Compare	Compare	Compare	Compare	Compare	Compare
Choose Options	Choose Options	Choose Options	Choose Options	Choose Options	Choose Options	Choose Options	Choose Options	Choose Options	Choose Options	Choose Options	Choose Options	Choose Options



Issue RFQ for initial design concepts and feasibility of a
Genesee River Valley Public Market:
location analysis, design, and business plan

Timeline: June 2021

Lead: Livingston County

Cost: None

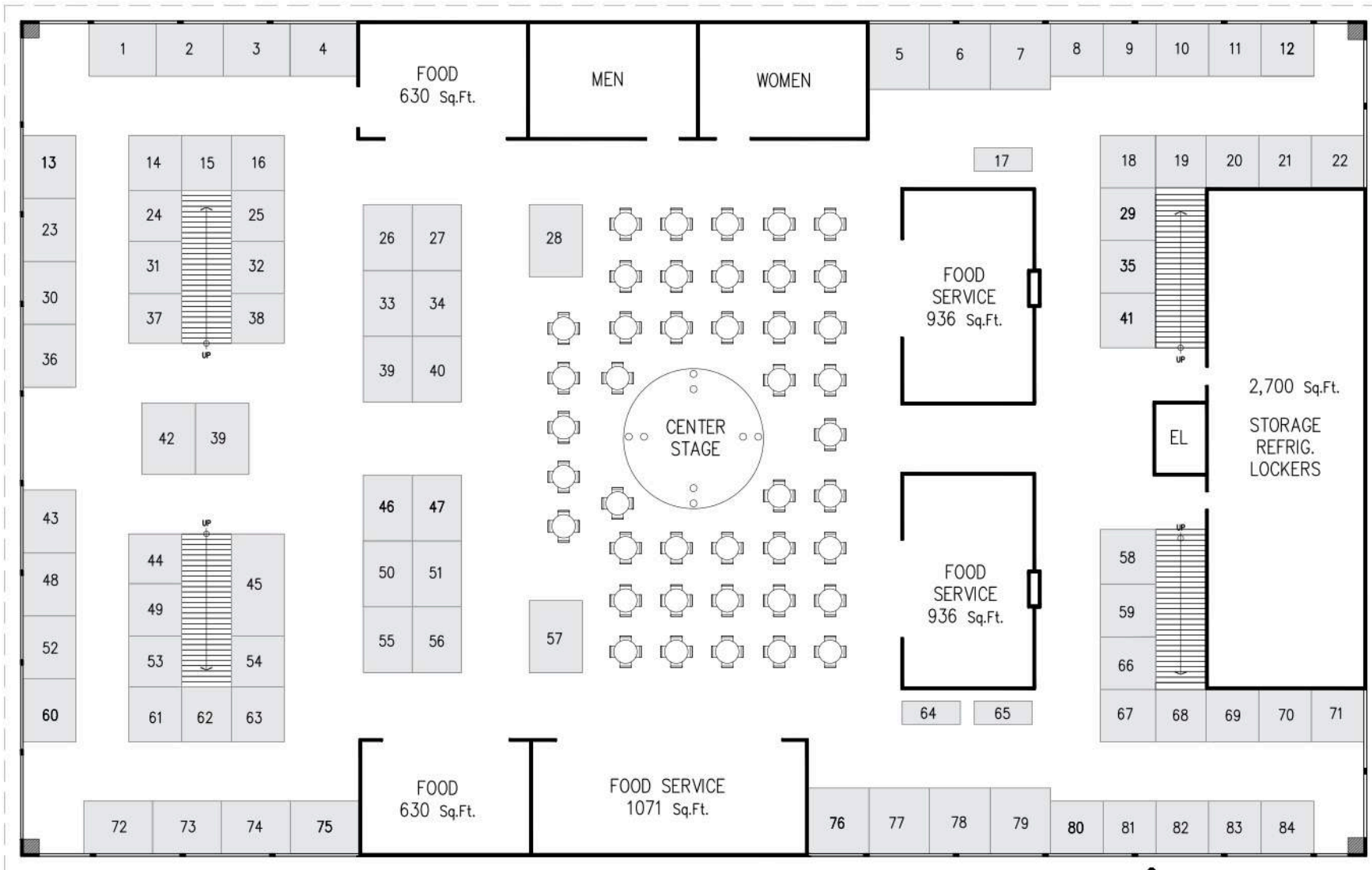
Funding source: N/A

The "Genesee River Valley Public Market"

Details

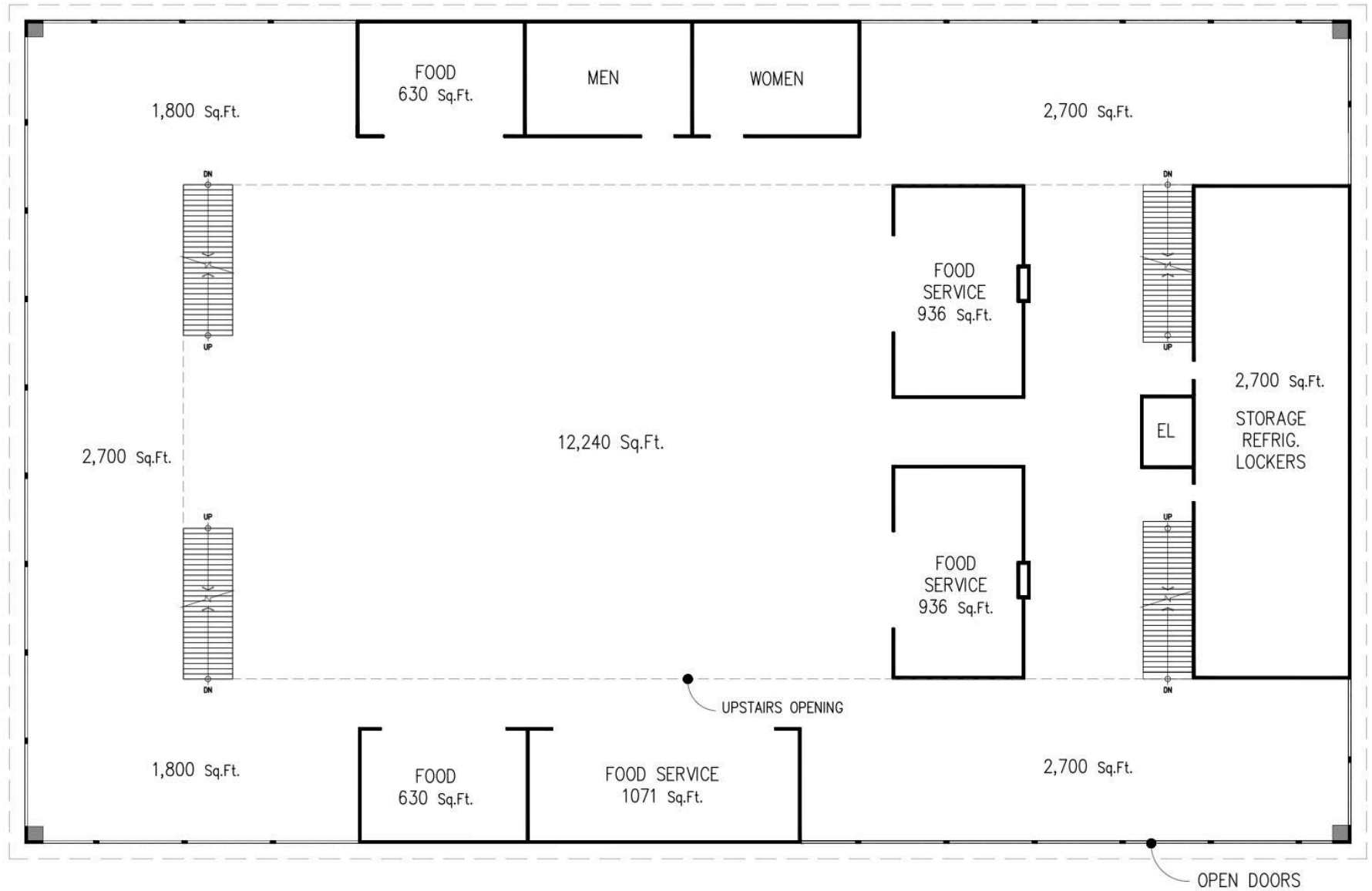
- The Public Market should be at least 40,000 square feet and located within eyesight of I-390.
- This will draw people from Rochester (more than 1,000,000 residents in the MSA) and from the surrounding counties, and will be a great draw from throughout the Finger Lakes region.

MAIN FLOOR – MARKET CONFIGURATION



FIRST FLOOR SITTING: 168
 SECOND FLOOR SITTING: 144
 TOTAL SEATING: 312

FIRST FLOOR: 85 VENDOR SPACES
 5 VENDOR SPACES



FIRST FLOOR EVENT SPACE: 20,000 Sq.Ft. FLEX SPACE





Meet with the candidates for each trail and guide:
Costs | Operating seasons, days, hours, distribution of
marketing materials

Timeline: June 2021

Lead: Livingston County Tourism

Cost: None

Funding source: N/A

Details

- Trail: Golf courses
- Trail: Antique shops
- Trail: Galleries and gift shops
- Trail: Museums
- Trail: Breweries, wineries, distilleries
- Trail: Farm businesses
- Guide: Lodging properties
- Guide: Recreation and Fitness
- Guide: RV parks and campgrounds, suppliers

Details

- To be promoted, each business would:
 - Agree to be open on specific days, hours
 - Would pay a co-op cost to be included
 - Would provide photography
 - And would provide the written "teaser" of why they should be a "must visit" destination
- They would see a final draft of the guide or trail for their approval, as they are designed

Encourage each of them to sell locally made crafts and foods.





Secure costs and begin the design of all marketing materials, website design, copywriting, production & printing

Timeline: June 2021

Lead: Livingston County Tourism

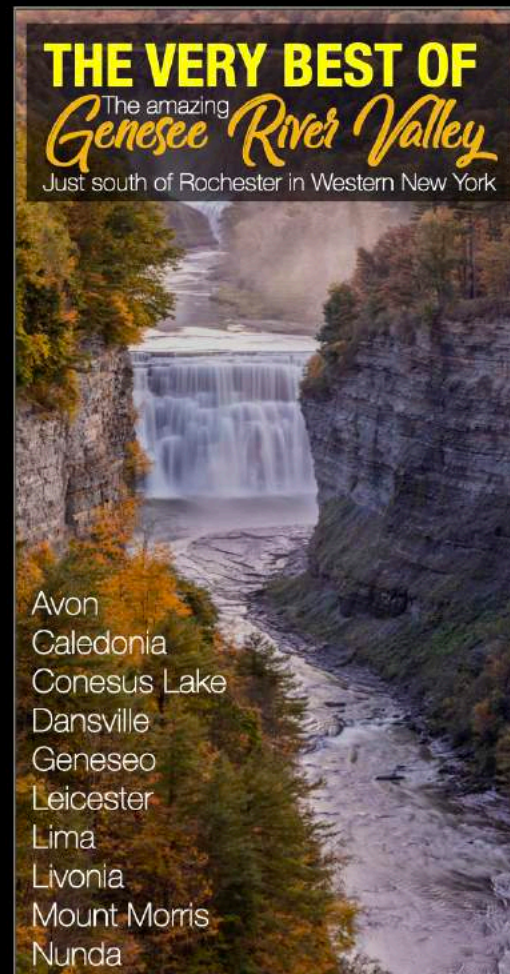
Cost: \$30,000

Funding source: N/A

Details

- Website development (Wix, Weebly, WordPress)
- Brand awareness posters:
 - General poster (17" x 24")
 - Best Of the GRV poster
 - GRV Recreation & Fitness Guide
 - GRV RVers & Camping Guide
 - The Very Best of the GRV
- GRV Golf Trail
- GRV Antiques Trail
- GRV History Trail
- GRV Arts, Crafts & Gifts Trail
- GRV Farm to Table Trail
- GRV Libations Loop
- GRV Lodging Guide

Create "The Very Best of the Genesee River Valley" rack brochure



THE BEST OF ALPENA



Mackinaw to Alpena is only a 2 hour drive on US 23.

Selecting Alpena's best retail and attractions is all about listening and experiencing... Sure, we have a checklist of criteria, but that comes second to what people think. So we listened. We checked them out ourselves. We've worked in a thousand communities in North America, but we would go out of our way to come to Alpena to go to any one of these. By the way, we think Alpena is a great place and we are proud to be a part of its transformation from a "hidden gem" to a "destination of choice." One last thing we could add another "Best of"; it would be the friendliest we've ever met.

Roger Brooks, President and Founder
Destination Development Inc.

For more information about Alpena, please visit the Alpena Convention and Visitors Bureau web site or call:

www.alpenacvb.com
1-800-4-ALPENA

Cover dessert photo courtesy of The Cellar. *tree leche cake with toasted coconut and

Great Maritime Heritage



500 West Alpena, MI 49707
Phone: (989) 356-8805
www.thunderbay.org

The Thunder Bay National Marine Sanctuary is a national treasure, nearly 100 miles long and around the bay. Lake Huron's deepest water depths ranging from 1,000 to 1,200 feet make the sanctuary a popular spot for snorkelers and kayakers.

Come explore the history of shipwrecks at the Great Lakes Maritime Heritage Center. The Sanctuary's river front features a life-size replica of a nineteenth-century shipwreck. You can explore the shipwreck of a Great Lakes storm. Today, the shipwreck is still getting wet!

The Heritage Center also features a high-definition theater, botanical gardens, and an archaeological conservation center. It is a great family destination to begin exploring Thunder Bay.



How Cute Is It?



109 W. Chisholm St. Alpena, MI 49707
Phone: (989) 340-0000
www.shopowcute.com

Our beautiful boutique offers meaningful personal gifts, fashion apparel, jewelry and home decor. It's extra fun to your style in our shops.



- Jewelry
- Charms
- Wall Art
- Furniture
- Hats
- Scarfs
- Handbags

Magnabilities Pick

How Cute Is It?

Alpena Maritime Heritage



123 W. Chisholm St. Alpena, MI 49707
Phone: (989) 354-8200
www.marketplacealpena.com

The Great Lakes Maritime Heritage Center is part of the City of Alpena's BI-Path and features a boardwalk, a pedestrian-themed riverfront park, historical interpretive signage that highlights the culture of the Great Lakes.

New in 2011, the Thunder Bay National Marine Sanctuary is a great selection of fish and children as well as Burley are available. Bikes are available on a first-come, first-served basis. Guided tours are available. For more information, call the Sanctuary Store at (989) 356-8805, ext. 18.

The Marketplace @ Alpena



123 W. Chisholm St. Alpena, MI 49707
Phone: (989) 354-8200
www.marketplacealpena.com

The Marketplace @ Alpena is over 4,500 sq. ft. of home decor and gift bliss. Enjoy a cup of coffee or smoothie from our full service cafe while you relax and enjoy everything possible to make your home. Decide on the perfect gift for your loved one and let us gift wrap it just for them.

- Cuisinart Appliances
- Home Decor
- Ceramic Dinnerware
- Kitchen Gadgets
- Candles
- Clocks & Lamps
- Jewelry
- Framed Art
- Greenery
- Gift Certificates



Myers features the largest costume jewelry department in Northeast Michigan as well as a wide selection of Beads, a line exclusive to Myers. We love the selection of handmade jewelry and Myers' even offers costume jewelry storage to cleaning and glass repair when it comes to your jewelry.

Marketplace @ Alpena
create...celebrate

Myers' Fashions



136 W. Chisholm St. Alpena, MI 49707
Phone: (989) 356-8805
www.myersfashions.com

Myers' Fashions, Etc. on the corner of Chisholm and Third in Downtown Alpena is your place for affordable style!

Known for their superior customer service, the staff of Myers' Fashions, Etc. is waiting to assist you in choosing just the right outfit or accessories.

Myers features the largest costume jewelry department in Northeast Michigan as well as a wide selection of Beads, a line exclusive to Myers. We love the selection of handmade jewelry and Myers' even offers costume jewelry storage to cleaning and glass repair when it comes to your jewelry.

Stoney Acres Winery



4268 Truckey Road - Alpena, MI 49707
Phone: (989) 356-1041
www.stoneyacreswinery.net

OPEN YEAR-ROUND! Summer hours: Memorial Day-Labor Day Tue-Sat 11am-6pm and Mon-Sun 12-5pm. Call for winter hours.

Stoney Acres Winery began in 1999 by selling beer and winemaking supplies and ingredients to home brewers and vintners, and now produces approximately 2,500 cases of wine annually. The Winery makes several different kinds of grape and fruit wines including Silver City White (Riesling) and Silver City Red (Merlot). Your visit may include complimentary wine tasting of the many fruit wines including cherry, pear, apple and several berry varieties.

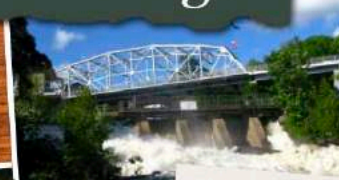
The Winery also offers a number of handmade delights, including hand-dipped gourmet wine truffles, fudge, candy bars, solid chocolate roses, cheese popcorn, old fashioned caramel corn and triple chocolate drizzled caramel corn. New at Stoney Acres Winery is a line of **Shipwreck Soda!** Delicious root beer, cream soda, raspberry and orange soda are named for some of the famous shipwrecks in Thunder Bay!

For a more unique wine tasting experience, Stoney Acres Wines may be sampled during a most exquisite meal prepared before you on two antique wood cook stoves by Jan & Jack Matthias at Thunder Bay Resort in Hillman during their "Elk Viewing Carriage/Sleigh Ride Gourmet Dinner & Wine Tasting" events. For more information please contact Thunder Bay Resort directly at 800-729-9375.




SPRING/SUMMER 2013
EDITION

THE BEST OF
Bracebridge



14 of our best dining, shopping and entertainment experiences!

Bracebridge
MUSKOKA
The Art of Muskoka Living

Bracebridge Visitor Centre
1-866-645-8121

Nestled in the heart of Muskoka,
Bracebridge is home to some of the best dining, retail and recreation experiences available.

While enjoying this especially beautiful part of the world, we hope you will take the time to visit some of our favorite haunts and activities.

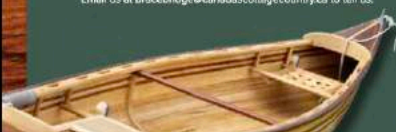
The businesses that appear in this publication were chosen by a team of local stakeholders who are interested in ensuring that visitors get to experience some of our "best." The following set of criteria was utilized in the selection process:

- Curb appeal
- Highly regarded by a third party – eg. positive write ups in TripAdvisor, Yelp as well as regional publications
- Open until at least 6pm and/or open 5 or more days per week
- Are not franchised or chain operations


These experiences will provide visitors to our community with a positive first impression and a lasting memory to share with their friends. While not an exhaustive list, the businesses/attractions listed in this publication can serve as a guide to escort you to some of the best that Bracebridge has to offer. We hope you will agree.

Sincerely,
Muskoka Lifestyle Centre

Did we miss anything?
Email us at bracebridge@canadascottagecountry.ca to tell us.



Griffin GastroPub



Looking for that out of the way place that all the locals go? Climb Chancery Lane, turn right and walk into an oasis of great beer, fine food and friendly atmosphere. The Griffin GastroPub is definitely for you.

Owners Jed and Curt have created an ambiance where ideas can be shared, friendships nurtured, music appreciated and locally sourced food and drink savoured. With extensive beer offerings that are constantly evolving, you will have fun experiencing new brews with the guidance of their knowledgeable staff. Their menu doesn't disappoint either, with beautifully crafted plates where every morsel is as good as the last, and local ingredients steal the show.

Live music, featured Thursday to Saturday evenings, rounds out the experience of dining at this quaint little pub that is big on charm.

Hours of Operation:
Tue-Sat: noon until late

Phone:
705-646-0438

Address:
9 Chancery Lane
Bracebridge, ON
P1L 2E3

LUNCH ENTREES: \$9-\$14
DINNER ENTREES: \$12-\$18



thegriffinpub.ca

Chapel Gallery



Located in a beautiful setting overlooking the Muskoka River and Downtown Bracebridge, the Chapel Gallery is housed in a reconstruction of the first Presbyterian Church built in Bracebridge.

The charming building provides Muskoka Arts and Crafts with a tranquil space dedicated to a broad range of art exhibitions that run throughout the year. It is also the setting for a variety of lectures and workshops offered to the organization's 400 members and non-members alike. Each visit to this award-winning gallery provides visitors with a different visual experience to enjoy.

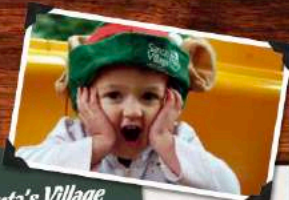
Hours of Operation:
Tue-Sat: 10am-1pm and 2pm-5pm

Phone:
705-645-5501

Address:
15 King Street
Bracebridge, ON
P1L 1T7




muskokaartsandcrafts.com



Santa's Village and Sportsland

For many, Santa's Village is as iconic to Bracebridge as the maple leaf is to Canada.

Nestled in the heart of Muskoka, Santa chose one of the most beautiful places in Ontario to make his summer home. Wanting to share the Christmas spirit, Santa quickly expanded his home to include an entire village devoted to celebrating the season he is known for.

Where Santa is concerned, fun is the name of the game. This 60 acre theme park features roller coaster sleigh rides, Red Barron biplane rides, a ferris wheel and the Jump'n star mini dropper. It doesn't stop there. Swan paddle boats, ATV peddle bikes, Elves' Isl and play village, along with entertainment at the live amphitheatre, games of skill and great food all make this the place to be in summer months.

Visit Santa's Village this summer and let your little ones (or little ones at heart) enjoy being an elf for a day.

Hours of Operation:
Open Daily:
10am-6pm
June 15-Sept 2, 2013

Phone:
705-645-2512

Address:
1624 Santa's Village Road
Bracebridge, ON
P1L 1T7



santavillage.ca

Muskoka



Little Black Bow

At Little Black Bow, they believe "It's what's underneath that counts". Step into this beautiful lingerie boutique in Downtown Bracebridge and you will understand why. Lindsay Alexander, with a little help from her mom Sue, believes that every good wardrobe begins with a great foundation. They provide the best customer service, working with you to determine the best size, fit, shape and style for you... or your special someone.

With names like Mary Green Silks, Blush Lingerie, P.J. Salvage and Paddle Murphy, they have everything you need to feel comfy and cozy or saucy and sumptuous.

Specializing in professional bra fittings, lingerie, sleep and loungewear, bath and body, bridal, maternity, mastectomy and men's basics, Little Black Bow has something for everyone at any age or budget.

Hours of Operation:
Mon-Fri: 10am-8pm
Sat: 10am-6pm
Sun: 11am-4pm

Phone:
705-645-7734

Address:
28 Manitoba Street
Bracebridge, ON
P1L 1S1



littleblackbow.ca

Lililbird

Whether you're craving scrumptious gourmet food, jams, jellies, in Muskoka, casual wear or even vintage Lililbird has just what you need. Bev and Stee greet you as if you were old friends located just from main st

Voted both the Gift Shop and the Gift Shop by local shops and cottages, its size in 20 offer custom selection of specialty line Forte, Gour Frektals, Rex and the com Rednek bar you're sure special som



Lady Muskoka Cruises

No trip to Muskoka is complete without a cruise aboard the Lady Muskoka. Moored in the Heart of Bracebridge, this 300 passenger sightseeing vessel is captained by Captain Al, whose colour commentary includes a blend of local folklore, documented historical fact, and of course, a touch of humor thrown in for good measure.

Cruises aboard "the Lady" are typically about 2 1/2 hours long. The vessel is also available for private charters, weddings and anniversaries, as well as the popular Captain's Feast Cruises.

Equipped with both a snack bar and a licensed bar, the Lady Muskoka is a great way to see the real side of cottage country... from the waters of the Muskoka River and Lake Muskoka.

Hours of Operation:
Open Daily
May 18-Oct 14, 2013
Check website for departure times.

Phone:
705-646-2628

Address:
300 Ecclestone Drive
Bracebridge, ON
P1L 1G5



ladymuskoka.com



Applause! Toy Store

As a parent to 4 small children, Jenny Thom knows a thing or two about toys. Her newly expanded Bracebridge location has the latest and greatest in award-winning toys, games, puzzles, arts and crafts and exclusive baby gifts. As a customer, you can rest assured that everything has been chosen for its quality, fun, and educational value.

A place where kids can be kids and parents can breathe easy, a visit to Applause is always an adventure in fun and learning as they encourage their customers, young and old, to try out the toys at one of the many play tables.

With close to 300 quality brand names to choose from including Calico Critters, Thomas the Train, Alex Toys, and Melissa and Doug, Applause is sure to have the right toy at the right price. And if you are looking for somewhere fun for your child's birthday while here in Bracebridge... check out their party room and packages. Fun fun fun!

Hours of Operation:
July/August
Mon-Wed: 9:30 am-8pm
Thur-Fri: 9:30am-9pm
Sat: 9:30am-8pm
Sun: 11am-5pm

June/Sept/Oct
Mon-Wed: 9:30am-6pm
Thurs-Fri: 9:30am-8pm
Sat: 9:30am-6pm
Sun: 11am-4pm

Phone:
705-646-2287

Address:
68 Manitoba Street
Bracebridge, ON
P1L 2B4



applausestore.com

lililbird.ca



bistro one fifty five

Are you looking for exceptional food with a local flair? With a menu as inspired as the art that adorns the walls, dining at bistro one fifty five is sure to be a treat for the senses.

Featuring a contemporary Mediterranean-Canadian influence with a focus on local ingredients and seasonal dishes, Chef Michael Rickard strives to provide creative, delicious, in-house foods that are prepared with integrity.

Everything is made in-house including pastas and bread, and desserts like Coconut Rum Fried Bananas speak for themselves. Their eclectic retail food market makes it easy to dine at home.

Experience the best in casual dining in Muskoka at bistro one fifty five and market.

Hours of Operation:
Tues-Sun:
Brunch/Lunch:
9:30am-4:30pm
Dinner: 5pm-9:30pm

Phone:
705-645-1935

Address:
155 Manitoba Street
Bracebridge, ON
P1L 2B7

**LUNCH
ENTREES:
\$8-\$13**

**DINNER
ENTREES:
\$18-\$32**



onefiftyfive.ca



Muskoka Bear Wear

Consider the best in local fashion. While many of you may pride themselves on their health, locals know the secret to staying warm in the winter. If you are looking for big brands, Muskoka Bear Wear is the place to go. Sign up for our newsletter and take away a special offer. We love our customers.

Muskoka Bear Wear is Muskoka's leading clothing brand and the epitome of "Cottage Country Comfy."

Located in 5 Muskoka communities but with its flagship store in Bracebridge, Muskoka Bear Wear offers a complete line of original sweats, hoodies and tees that are 100% Canadian made. Quality products, exceptional customer service and a total disregard for the ordinary, make Muskoka Bear Wear a must stop while in Bracebridge.

Pass! If you're missing Muskoka Bear Wear and can't make the drive, they are also leading the way in e-commerce with a website that really rocks!

Hours of Operation:
Mon-Fri: 10am-8pm
Sat-Sun: 10am-6pm

Phone:
705-645-6995

Address:
41 Manitoba Street
Bracebridge, ON
P1L 2A9



muskokabearwear.com



Old Station Restaurant

Step into the Old Station Restaurant and you step into a restaurant that's steeped in history. Enjoy a quality dining experience in an atmosphere that is purely Muskoka.

As you peruse the menu that includes an amazing selection from fabulous pub food to fine dining, you'll also get a glimpse into an earlier time in the town's history. Originally an uptown service station that opened in 1930, The Old Station Restaurant boasts the original brickwork and front entrance way from the gas station. Inside, there's a 155 year-old maple tree trunk in the center of the dining room. Nestled at the top of the hill in Downtown Bracebridge, The Old Station Restaurant has been a fixture on the town's culinary scene since 1985. Great service is provided by Mike Warr and his son Owen.

So kick back and enjoy the summer breeze on their sheltered patio as you watch the world go by at the top of Manitoba Street.

Hours of Operation:
Mon-Thu: 11:30am-9pm
Fri: 11:30am-10pm
Sat: 11am-10pm

Phone:
705-645-9776

Address:
88 Manitoba Street
Bracebridge, ON
P1L 1W3

**LUNCH
ENTREES:
\$8-\$15**

**DINNER
ENTREES:
\$18-\$28**



oldstation.ca

blissboutiqueofmuskoka.com



Riverwalk - Muskoka Fine Dining

Situated atop the beautiful Bracebridge Falls in the historic Bird's Woolen Mills, Riverwalk Restaurant is the ultimate in Muskoka fine dining.

For Executive Chef/Proprietor David Friesen, incorporating local ingredients inspires his ever-changing menu. At the forefront of the Savour Muskoka movement, Chef David highlights local and fresh daily ingredients in his menus and catering. His Mediterranean-inspired dining room features an open kitchen allowing patrons a full view of their meal as it is being prepared.

From the root vegetable chips, to the oven roasted Ontario lamb rack with sweet potato mash, the meals at Riverwalk are sure to appeal to the most discerning palate. Catering and special events are available.

Hours:
Tue-Sat: 11:30am-2:30pm
and 5:30pm-last reservation
July & August: open Sundays too

Phone:
705-646-0711

Contact:
11 Manitoba Street
Bracebridge, ON
P1L 2S4

**LUNCH
ENTREES:
\$11.95-\$16.95**

**DINNER
ENTREES:
\$22.95-\$33.95**



riverwalkrestaurant.ca



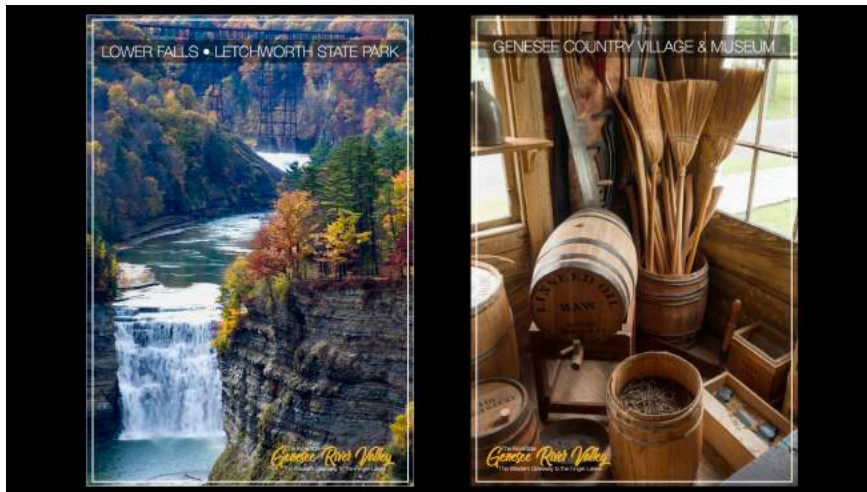
Start with brand-awareness posters:
Design and print 6 different posters

Timeline: June 2021

Lead: Livingston County Tourism

Cost: \$2,500

Funding source: N/A



The 20 Ingredients of an Outstanding Downtown

- Razor sharp focus**
Food, art, entertainment, enterprise, wine...
- Action Plan**
Your to-do list from A to Z.
- Critical mass**
18 eateries, 18 retail shops, 10 open after 6, in two blocks.
- Anchor tenants**
A business people will get out of their way for speciality.
- Consistent hours**
Common open hours & days of the week.
- Living, staying downtown**
Condos, apartments, hotels & inns.
- Pioneers with vision**
Pioneers who took the chance and made the investment.
- Just one block**
A block just one downtown block to get it going big time.
- Four hour parking**
Better yet, 4-hour parking within two blocks.
- Public restrooms**
Well-kept, clean and visitors spend more. Open after 10:00.
- A Programmed Plaza**
200' x 200' of activity & water & visitors will follow.
- Community gateways**
Fast entrances for cars & foot directions to downtown.
- Wayfinding system**
Vehicular & pedestrian wayfinding, pole banners, visitor info...
- Downtown gateways**
Create a sense of place and sense of arrival. You're here!
- Intimate setting**
Just enter traffic, face each direction and crosswalk every 100' blocks.
- Blade signs**
Retail signs perpendicular to traffic.
- Sidewalk cafe dining**
Beautification, umbrellas, lighting - accessible, ambiance.
- Curb appeal**
75% of first time sales come from curb appeal. Roadification page!
- Constant activity**
Activities and entertainment - bring downtown to life.
- A place name**
Make downtown a destination, not a geographic designation.

www.rogerbroski.com
QR code to watch the video
ROGER BROOKS International

Create one of the posters to showcase "The Very Vest of the Genesee River Valley."

- The National Warplane Museum
- Genesee Country Village & Museum
- The Wadsworth Homestead
- Clara Barton Museum
- Letchworth State Park
- Mount Morris Dam
- Genesee River Valley Golf
- Genesee River Valley Antiques Trail
- Genesee River Valley Libations Loop
- Genesee River Valley Arts Trail
- Empire Dragway
- The two wineries in the county...



Have the marketing agency design a co-op pole banner for each village, and for county roadways

Timeline: June 2021

Lead: Livingston County Tourism

Cost: To be determined | paid by each village

Funding source: N/A



Meet with the villages (as a group meeting, hopefully post-pandemic) for an update meeting

Timeline: June 2021

Lead: GRV Team

Cost: None

Funding source: N/A



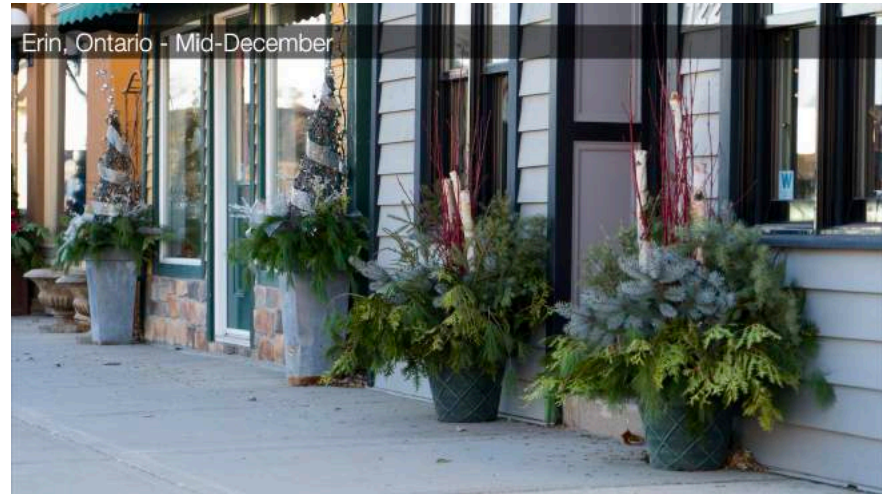
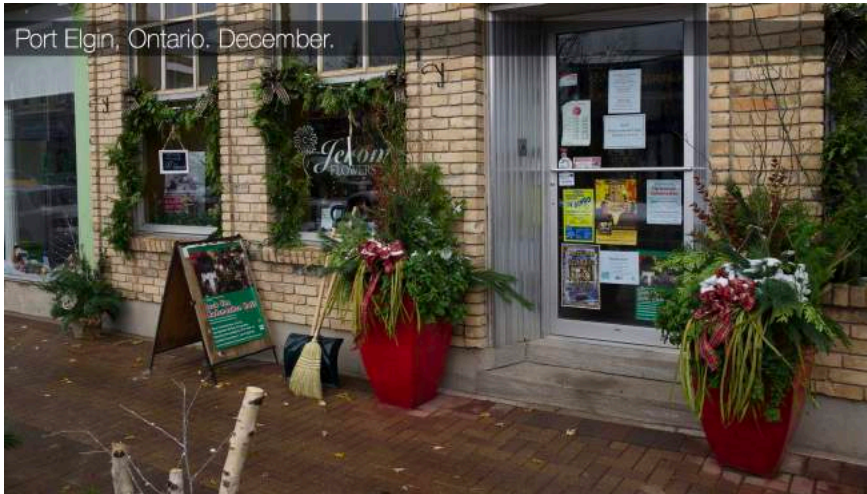
Encourage downtowns to create a “beautification co-op”

Timeline: June 2021

Lead: LC Economic Development

Cost: None

Funding source: N/A



Elora, Ontario





Develop a co-op buying program for blade signs
and heavily promote it - even door to door
(working with the sign fabricator)

Timeline: June 2021

Lead: LC Economic Development (Louise)

Cost: By each business

Funding source: N/A

April

- Develop new website
- Aux. group presentations
- Daily social media posts
- Brochure rack locations
- Fabricate brochure racks
- Brochure distribution
- Village entry hashtags
- Village retail workshops

May

- YouTube channel
- Vet Trail candidates
- Village retail workshops
- Second photo shoot
- Marketing agency: costs

June

- Tag marketing with GRV
- Public restroom locations
- RFQ for public market
- Meet w/Trail candidates
- Secure costs & design
- Village retail workshops
- Brand awareness posters
- Distribute posters
- Meet with the villages
- Blade-sign co-op

Total spend this quarter: **\$73,250** Running total YTD: **\$106,250**



Do a Best Practices Mission to Ellicottville and Niagara On The Lake, Ontario

Timeline: July 2021
Lead: LC Economic Development
Cost: None
Funding source: N/A



Select a contractor for the initial design, feasibility, location analysis, and business plan for the Genesee River Valley Public Market

Timeline: July 2021

Lead: LC Economic Development

Cost: None

Funding source: N/A



Apply for grant funding, or secure funding for the Public Market design & plan. Once funding has been secured secure contract and begin the work

Timeline: July 2021

Lead: LC Economic Development

Cost: Approximate cost: \$85,000

Funding source: To be determined



Order two or three portable visitor information kiosks

Timeline: July 2021

Lead: Livingston County Tourism

Cost: \$8,000

Funding source: N/A



Mobile visitor information - Banff, Alberta

- Super-portable and easy to store
- Green Mountain Gazebo
- Cost: 6' base price: \$1,750. Printing: \$225 - \$850
 - Gazebo frame, unprinted vinyl canopy & skirt
 - Two counters
 - 3 carrying bags
- Bought four. Tourism uses two. One for parts.
- Used during the peak summer seasons





Our Products All Share...

Tools-Free Assembly
Putting a Gazebo or Rectangular Booth together is fast and simple. All components fit together with stainless steel snaps and plastic clips.

Food Service Ready Counters
All counters are made from 1/2" rigid-foamed PVC and are machine cut with safe, rounded edges. The counter surfaces are easy to clean and suitable for serving food.

Marine-Grade Vinyl Skins
Gazebos and Rectangular Booth skins are made from a durable UV-protected, marine-grade expanded vinyl and are sewn with a close-stitch, invisible thread.

Easy To Transport
Every Gazebo and Rectangular Booth includes a set of carrying bags that break the entire unit down into easy-to-carry pieces.



Expandable Storage Space
Optional lower shelves are available for all Gazebos and Rectangular Booths, providing a place to keep products and materials tucked away and off the ground.



High-Resolution Digital Printing
Our ultra-high-resolution printing process produces stunning, vibrant graphics with amazing color accuracy. Every square inch of vinyl can be printed.

Lightweight, High-Impact PVC Frame
Our frames are built with a high-impact, UV-protected 1 1/4" PVC pipe. Frames are custom formed and machined by Green Mountain Gazebo.

Deluxe Carrying Bags
Gazebos and Rectangular Booths fit into a set of carrying bags made from durable nylon and soft, wide cotton handles. Separate compartments keep components organized and safe.

Interchangeable Vinyl Skins
Multiple sets of vinyl can be used with a single gazebo, allowing owners to target different markets or promote different products without having to buy a complete new booth.



Our Customers Appreciate...

High Visibility
The 360 degrees of stunning, digitally printed graphics on a Gazebo canopy attract visitors from all directions. Rectangular booths feature a fully-printed valance, visible from three sides. With print areas nearly as high as nine feet, our booths stand out above the crowd.

Easy Setup
A gazebo can be unpacked, assembled and attracting customers within ten minutes. The included carrying bags make it easy to transport to events and the simple, tools-free design makes sure it gets setup quickly with no fuss. ([Assembly Instructions](#))

Flexible Signage
Multiple sets of vinyl canopies and skins can be used with a single gazebo, allowing gazebo users to target different markets or promote different products without having to buy a completely new booth.

Durability
We have Gazebos and Rectangular booths that have been in constant service for a decade or more. Customers more often need to replace their skins because their logo has changed than the skins themselves wearing out. Our bags, frames and counters are all built to last.

Cost Effectiveness
A Gazebo from Green Mountain Gazebo costs substantially less than other custom outdoor display options and attracts several times as many visitors as the usual shelter and table booths.



Go to Albany and meet with New York Tourism director and staff to have them shift the marketing. Provide them with IP assets so they can also begin marketing the GRV

Timeline: July 2021

Lead: Livingston County Tourism | ED

Cost: \$1,500

Funding source: Lodging tax revenues



Schedule and produce the third photo shoot

Timeline: July 2021

Lead: Livingston County Tourism | Mkt. Agency

Cost: \$10,000

Funding source: N/A



Begin printing the Trail maps & guides

Timeline: July 2021

Lead: Livingston County Tourism

Cost: Included in prior cost | co-op

Funding source: N/A



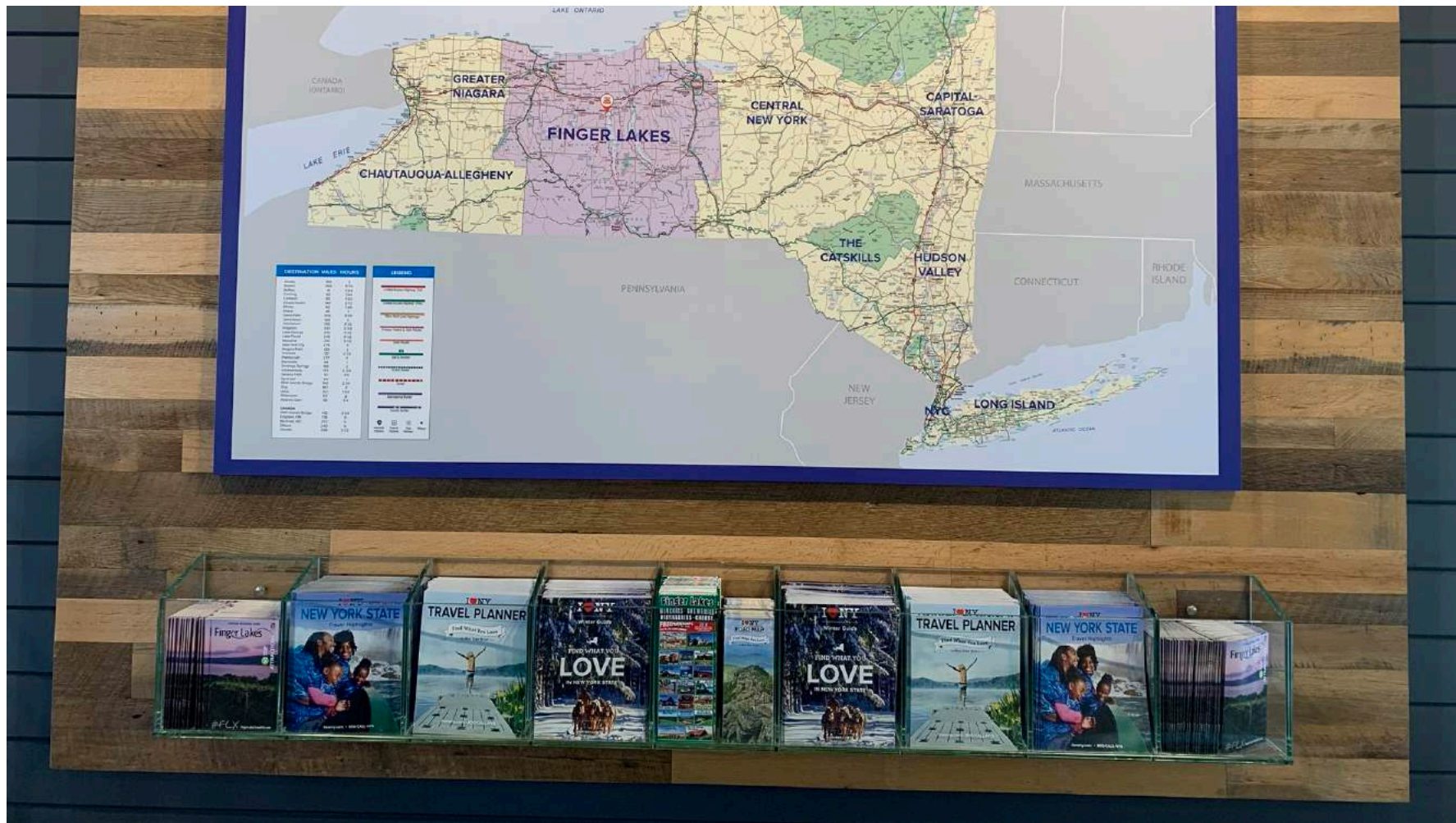
Set up a brochure distribution plan

Timeline: July 2021

Lead: Livingston County Tourism

Cost: \$15,000 (\$300 per week)

Funding source: N/A





Start populating RV apps & sites
working with campgrounds throughout the county

Timeline: July 2021

Lead: Livingston County Tourism

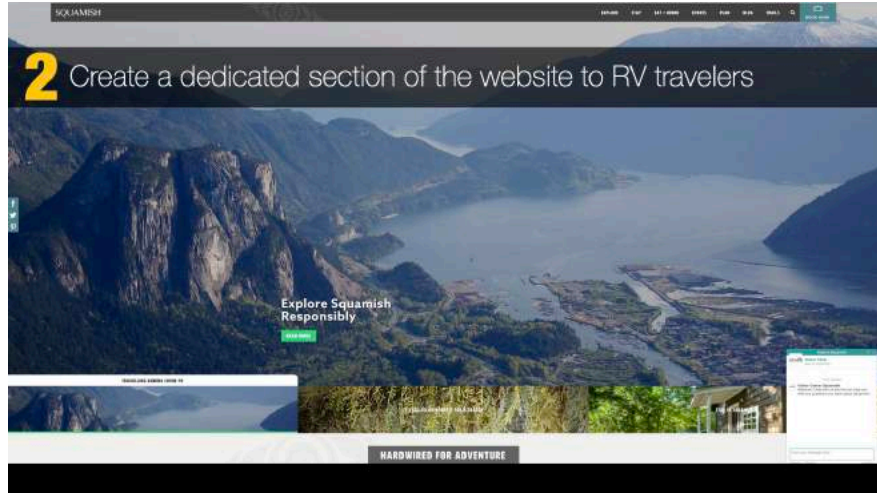
Cost: None

Funding source: N/A

1 Provide well-marked RV parking areas in your downtowns



2 Create a dedicated section of the website to RV travelers



3 Create an "RV Guide to the Genesee River Valley"

1. Don't limit it to village or county lines. Promote the "area"

INCLUDE:

2. Campgrounds (one panel for each)
3. Where to get propane
4. Where to purchase gas & diesel
5. Where to find dump stations
6. Grocery stores
7. RV and camping supplies
8. Hardware stores
9. Visitor information
10. Top 3 hiking trails (within a 30-minute drive - one panel from each)
11. Local co-working spaces (temp. work space w/high speed Internet)
12. Must visit area attractions: wineries, farms, farmers market (1 panel each)



4 Distribute it to state parks | campgrounds | retailers





8 Work with farms, wineries, golf courses: Harvest Host

9 Advertise in RV Magazine in March & April 2022 (the planning months)



1. Go to TrailerLife.com contacts
2. Request media kit & editorial calendar
3. If there are travel destinations featured in your area, consider negotiating display ads combined with editorial copy (50/50)
4. RV Magazine will replace both Trailer Life and Motor-Home magazines.



RV Camping At 1376+ Wineries, Breweries, Farms and More!

A membership network that invites self-contained RVers to have unique overnight stays.

[LEARN MORE](#)





Mail “The Very Best of the Genesee River Valley”
to every household and business in the county with
the teaser card

Timeline: July 2021

Lead: Livingston County Tourism

Cost: \$3,500

Funding source: N/A



Work with the college on promoting the GRV on their website, marketing materials, and engage them in some of the marketing efforts

Timeline: June-September 2021

Lead: Livingston County Tourism

Cost: None

Funding source: N/A



Begin working with the villages on plaza development:
Programming a “community living room”
for local residents and their visitors

Timeline: July-September 2021

Lead: LC Economic Development (Louise)

Cost: None

Funding source: N/A

Details

This is an initiative where it's best to work with each village individually. Roger Brooks planted the seed for each village in the Assessment Findings & Suggestions Workshop with regards to locations and initial ideas.

THE POWER OF PUBLIC PLAZAS

Presented by Roger Brooks



HOW TO BRING YOUR DOWNTOWN TO LIFE

Presented by Roger Brooks



How to Design and Develop a Low-Cost Amazing Plaza

Presented by Roger Brooks





Begin creating funding partnerships with the villages for their pro-rata share of the wayfinding system fabrication and installation

Timeline: September 2021

Lead: Livingston County

Cost: To be determined

Funding source: N/A



Begin working with local historical societies, volunteers, museum curators on rotating exhibits to keep from being a “been there, done that” attraction

Timeline: September 2021

Lead: Livingston County Tourism

Cost: None

Funding source: N/A

Details

Have local museum staff and volunteers watch the two videos (previous page)

Work with them to rotate displays, tell stories rather than simply display artifacts

Have them encourage visitors to share their experience on social media channels

Develop consistent days and hours among all local museums

Ghost Stories Make the Campfire Memorable

Presented by Roger Brooks



HOW TO RECRUIT AND KEEP AWESOME VOLUNTEERS

Presented by Roger Brooks





Meet with the villages for an update meeting

Timeline: September 2021

Lead: GRV Team representatives

Cost: None

Funding source: N/A



Plan a Livingston County Summit:
A full-day retreat of workshops, updates, next steps, for all stakeholder organizations and local businesses

Timeline: September 2021

Lead: GRV Team | Livingston County ED

Cost: None

Funding source: N/A



See what it would take, or if it's possible, to add the
Genesee River Valley to the floor of the
Finger Lakes Welcome Center

Timeline: September 2021

Lead: GRV Team representatives

Cost: To be determined

Funding source: N/A

July

- Best practices mission
- Public market contractor
- Funding for market plan
- Order portable VIC kiosk
- State agency meetings
- Summer photo shoot
- Begin printing materials
- Brochure distribution
- Campgrounds | RV sites
- Mail Best Of to all households
- List of Top 3 hiking/biking trails

August

- College promote GRV
- Villages: Gathering places

September

- Funding for wayfinding
- Work with museums
- Meet with the villages
- GRV on the floor of the Finger Lakes visitor center
- Plan a one-day summit

* Does not include the \$85,000 for public market design, feasibility & business plan

Total spend this quarter: **\$38,000*** Running total YTD: **\$144,250**



Explore the idea of 6 foot sign promoting the
Genesee River Valley - a selfie spot

Timeline: October 2021

Lead: GRV Team

Cost: TBD based on scope

Funding source: Foundation | Grants



Create an Assessment Team of volunteers | staff

Timeline: October 2021

Lead: GRV Team

Cost: TBD

Funding source: Foundation | Grants



Work through the series of small “fixes” noted in the
Recovery Assessment

Timeline: October 2021

Lead: GRV Team

Cost: None

Funding source: N/A



Approach Art Space in Minneapolis about the purchase and restoration of the Shaker village site and campus for an artist live-work location

Timeline: October 2021

Lead: LC Economic Development

Cost: None

Funding source: N/A



The county, working with Mount Morris, should tackle the heavy truck traffic through downtown:
Work with NYDOT on solutions.

Timeline: October-December 2021

Lead: Livingston County

Cost: None

Funding source: N/A



Host a Livingston County Summit

Timeline: October 2021

Lead: LC Economic Development

Cost: An attendee cost

Funding source: N/A



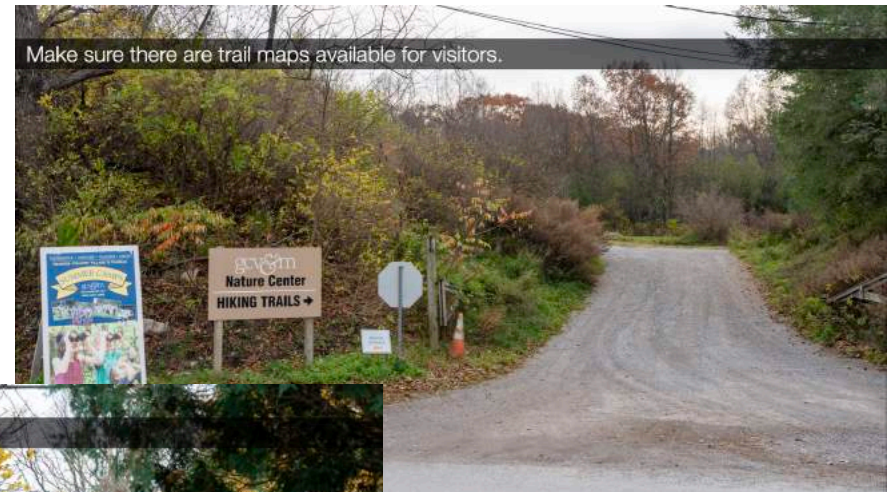
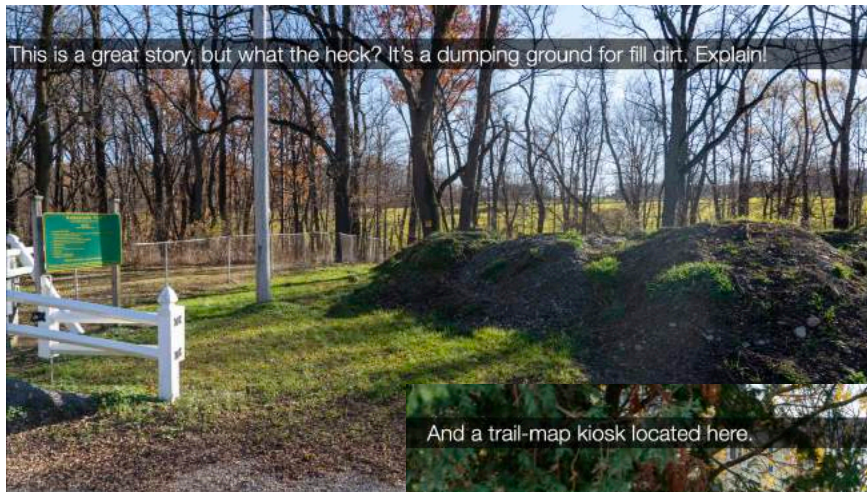
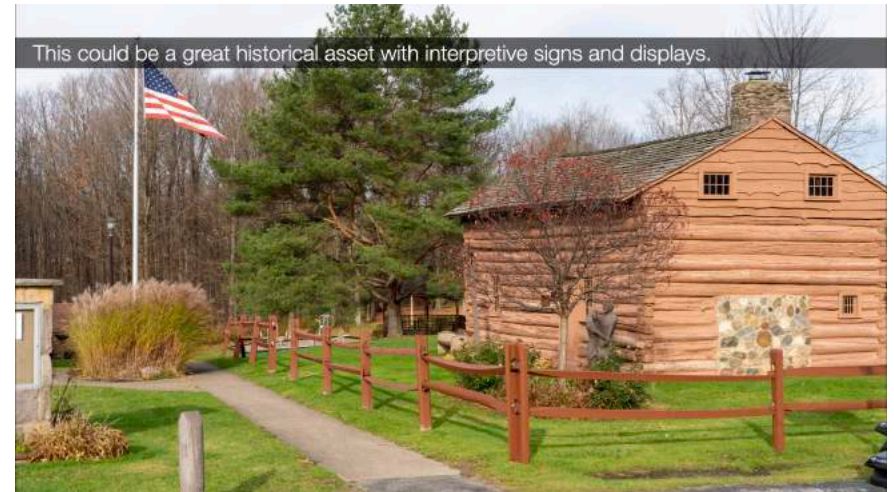
Host a meeting with local (and regional) museums and historical attractions. This would be a second round for most of these.

Timeline: October 2021

Lead: LC Economic Development

Cost: An attendee cost

Funding source: N/A





Begin a plan for spring of 2022 to invite clubs and organizations to the Genesee River Valley, then pair them up with the right village or area

Timeline: November 2022

Lead: Livingston County Tourism

Cost: Staff time only

Funding source: N/A

Cost

About \$200 in mailing costs, stationery, welcome signs.

Outcome

Solvang is now an extremely popular event destination.
What are you doing this weekend?

What to do

Develop a database of regional clubs and organizations

Cost

\$1,000 for books of clubs, organizations, BUT you can go to
your local library
and get last year's editions for perhaps a \$150 donation.



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What to do

Purchase copies of club/organization newsletters, magazines, publications.

Reasons to Visit your Canadian Club Neighbors in August

The Annual Harley Ride Your

Canon Beach Driving Event Recap

Mountain Twistes Drive Recap

Winner!

Buy your BMW parts

BMW Seattle PARTS & SERVICE

OUR TROPHY MEANS YOU'RE THE WINNER!

E36 Function

BMW Magazine

Zündfolge

Roundel

FIRST M5 DRIVE

Cost

Nothing.

Clubs and organizations are looking for itineraries & ideas.



September / October
2014
Vol. XXVIII
Issue 5

Silver Star Newsletter

Seattle Section

Washington State's Club for Mercedes-Benz Enthusiasts

• Mercedes-Benz Club of America, Seattle Section •

Upcoming Events

September 7th
Member Appreciation Picnic & AGM
Onamac, Camano Island, 1:00 pm

September 19-21st
Whistler Weekend
North Vancouver / Whistler

October 25th
Pumpkin and Poker Run
Puyallup, 10:00 am

November 15th
Technical Event
Everett, 10:00 am

December 6th
Candy Cane Caravan
Tacoma, 10:00 am

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Mercedes-Benz Club of America - More Than a Car | We're a Community™

Member Appreciation Picnic and AGM

Sunday, September 7th, 1:00 pm — Camano Island



By Linda Gleadle & Bob Willits

Join us on beautiful **Camano Island** for this year's **Annual General Meeting (AGM)** combined with a **Member Appreciation Picnic**. MBCA club member (and board member nominee), **Bob Willits**, has arranged for us to hold our event on

(Continued on page 6)

Pumpkin and Poker Run

Saturday, October 25th, 10:00 am — Puyallup



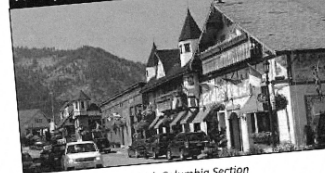
By Tony Andrews

It's that time to dress up in a costume, if you choose (prizes for best costumes), \$5.00 entry for the **Poker Run** (Cash Prizes, high hand/low hand, split pot). We will

(Continued on page 16)

Leavenworth Weekend

Friday to Sunday, July 25 - 27th



By Joseph Anthony, British Columbia Section

Why not consider joining other club members for a drive to beautiful **Leavenworth, Washington**?

We will meet on Friday, July 25th in **Everett, WA** at 2:00 pm at **Starbucks** at 2615 Broadway in Everett, just west of I-5 at Everett Avenue exit and close to start of Highway 2. We will leave in convoy at 2:30 pm to drive to Leavenworth via Highway 2 through Steven's pass in the Cascade Range. We will be passing through the beautiful **Okanogan-Wenatchee National Forest**. It's a pleasant drive, and being with other enthusiasts of the marque will make it even more enjoyable.

We will plan to arrive at 4:00 pm, and stay at the **Enzian Inn** (www.enzianinn.com, (800) 223-8511). A block of rooms has been reserved for July 25 - 27th. The rooms will be held until June 25th or until the group block is sold-out, whichever comes first. Rooms are priced from \$172 - \$183 per night. Room upgrades will be available on request. You may want to consider reserving early, as summer is a busy time in Leavenworth. We'll enjoy dinner together Friday evening at **Andreas Keller Restaurant** (www.andreaskellerrestaurant.com).

Saturday's activities include exploring Leavenworth - fun sights, interesting food, live music in the town square, tour the **Leavenworth National Fish Hatchery**, lunch at **Visconti's Restaurant**, your choice of wine tasting at **Icicle Ridge Winery** (www.icicleridgewinery.com) OR beer tasting at **Icicle Brewing Company**. (www.iciclebrewing.com) We'll finish the day together with dinner at **Café Mozart Restaurant** (www.cafemozartrestaurant.com)

On Sunday, after a leisurely breakfast, you'll be free to explore the region yourself, or just to make your way home. Watch the club website for further details. We look forward to seeing you in Leavenworth in July.

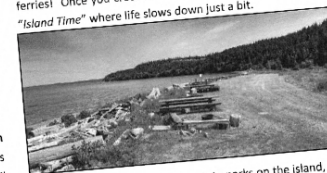
JULY - AUGUST 2014

Camano Island Picnic

Sunday, September 7th, 1:00 pm

By Ian Gleadle

A day (or weekend?) at the Beach, **Member Appreciation Picnic and Annual General Meeting (AGM)**. Exciting plans are underway for a unique event on beautiful **Camano Island**. We have secured private access to Onamac community beach with 1800' of shoreline, picnic tables, boat ramp, fresh water, fire pits, horse shoe pits, port-a-potties and plenty of parking close by. It's a gorgeous setting for a summer picnic, kite flying, eagle watching and beach combing. It will be a wonderful opportunity to hold our **Annual General Meeting** and we will have a local caterer provide a **member appreciation BBQ**. For those of you who aren't familiar with Camano Island, it is about 1 1/2 hours north of Seattle and can be accessed by bridge. No ferries! Once you cross the bridge, you will find yourself on "Island Time" where life slows down just a bit.



Also, not only are there are two state parks on the island, but **Bob Willits** tells us that members will be able to camp overnight on the community beach if you are inclined to turn your journey into a weekend camping trip. For those of you looking for an excellent B&B experience, you will want to check out the **Camano Island Waterfront Inn, Bistro & Spa** at www.camanoislandinn.com.

As you know, not only do we present anniversary pins and **Member & Officer of the Year** awards at the **Annual General Meeting**, we also vote for changes to our Board. A huge part of this year's successful line-up of events is due to not only our great board members, but other club members who have stepped up to offer their ideas, time and energy. I am excited that two club members in particular have indicated an interest in joining the 2015 board, **Bob Willits** and **Steve Lloyd**. Their names will be on the voting ballot which will be in the *September / October Silver Star* 2014 newsletter. We are looking forward to having the AGM and Member Appreciation event on Camano Island. We hope you will plan to join us!

PAGE 3





Meet with the villages for a year-end report, update, and what's coming in 2022

Timeline: December 2021

Lead: GRV Team

Cost: None

Funding source: N/A



Activate your Young Professionals:
Give them a seat at the table

Timeline: January and ongoing

Lead: Mayor of each village

Cost: None

Funding source: N/A



- Weekly farmers market
- Restaurants can now sell liquor
- Updated zoning: Upper level residential
- Condos in former dilapidated buildings
- Nine new businesses have opened
- President of the millennial group - Communications Director
- Microbrewery opened
- Developers are coming
- Festivals are a big draw
- More visibility for the town, more local pride

WHAT PEOPLE WANT
Those in their 20s, 30s, and 40s

- MoneySense.ca Best Places to Live in Canada
- Great Canadian Van Lines: Best places for families
- Wallet Hub
- Niche.com
- Livability.com
- Money Magazine
- USA Today
- Forbes



5 Cultural depth: visual/performing arts | education | food



6 Life after 6:00 pm (downtown)



7 Top-notch recreation (surpassing other areas)





Present the Genesee River Valley Public Market design concepts, costs, business plan to the public

Timeline: January 2022

Lead: Livingston County

Cost: None

Funding source: N/A



Begin raising the necessary funding for the public market development

Timeline: January 2022

Lead: Livingston County

Cost: None

Funding source: N/A



Start developing GRV logo gear:
License the development & management with a percent
coming back to the county for tourism marketing &
development

Timeline: 2022

Lead: GRV Team | Livingston County

Cost: Licensing

Funding source: Licensing



Begin working with BLM or the public land owners on trail system signage, kiosks, trail maps, trail head locations

Timeline: Spring 2022

Lead: Livingston County Tourism

Cost: None

Funding source: N/A



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