

Upward Niagara Chamber of Commerce: Growing Business & Community

Marketing around events

Each year, business owners and residents start calling our office in early January looking for the popular "Come and Play in our Backyard" event calendar. The Chamber prints the pocket-sized calendar with a comprehensive list featuring some of the major festivals and events in the region. It is a nice resource that comes in handy when planning schedules.

With over 20,000 distributed throughout the region, we still have a stockpile available at the Chamber office if you would like to have one to keep on hand.

At a recent business group meeting comprised of mostly retailers, we encouraged businesses to plan their marketing alongside events to maximize exposure. The discussion took

place around foot traffic for shopping and browsing, and how businesses can encourage more of it. Marketing with events isn't a new concept by any means, but sometimes businesses get so wrapped up in the day to day that it's easy to forget about opportunities available to work from.

Here are a few ways to promote your business around events:

- √ Our local newspapers do a great job of congregating ads around their event sections. Consider placing an ad in the next insert to showcase your business. The publishers of the local papers create opportunities for businesses to advertise around event advertorial, schedule info and more.
- √ Offer promotions or sales



Jennifer Pauly
President

during an event that can be geared toward the event audience.

Tag, mention or hashtag the event and event organizers in your social media promotion. This helps expand the reach of the event and also aligns you with their followers. Create original content around the event with your own photos/video.

√ Artpark just sent out a full schedule highlighting the 50th season of programming, with the first event starting on Saturday with an outdoor Native American ceremony and a Mainstage

concert on Sunday with the Avett Brothers. The Artpark audience spans from all over Western New York and beyond. They are looking for things to do and places to explore in the region. Tag Artpark and #lewistonny

√ Old Fort Niagara draws visitors from all over the world. This weekend is its artillery programming. Tag the Old Fort Niagara and #youngstownny in your weekend promotions! The Youngstown Yacht Club, Everything Youngstown and Youngstown Business & Professional Association have some great events coming up that fill Main Street with people.

√ Ransomville Speedway has brought a crowd every weekend from May through September from all over Western

New York! Tag the Ransomville Speedway and #ransomvillen in your posts!

√ The Sanborn Farm Festival is coming up in July, and brings tractor enthusiasts and their families in the middle of July. Tag the Sanborn Area Historical Association and #sanbornny.

√ Consider partnering with other businesses and tagging your neighbor businesses and organizations when posting.

Working together can help us gain new awareness to the regions services, dining, shopping, attractions and outdoor experiences.

For a full listing of events, check out our community calendar online at www.UpwardNiagara.com.

Town Clerk's Corner

•The Niagara County Department of Health, in cooperation with the Niagara County Veterinary Society, will sponsor a free rabies immunization clinic from 9 a.m. to noon Saturday, June 3, at the Hyde Park Oasis/Centennial Pavilion in Niagara Falls. Registration can be found at www.niagaracounty.com/health.

•There will be no Town Board work sessions in June, July and August. The regular Town Board meeting will be held at 6 p.m. Monday, May 22. The meeting agenda is posted on the town website (www.townoflewiston.us) on the Friday prior to the meet-

TOWN CLERK'S CORNER



Donna R. Garfinkel

ing. Residents are encouraged to attend.

•The town residential garbage pick-up scheduled for Monday May 29, will be suspended one day in observance of Memorial Day, and collected on Tuesday, May 30.

•The Lewiston Environmental Commission wishes to advise residents of a household paint-recycling program known as "PaintCare." Under the program, disposables are accepted in a safe, environmental fashion for the reuse of unwanted paint and stains. Deposit bins are maintained at multiple locations where residents may drop off up to five containers per visit, including water and oil-based paints and stains. The products must be in liquid form, in the original non-leaking container, with a label.

"PaintCare" is financed by the

fee paid when you purchase a paint product.

The Environmental Commission believes this is the best way to dispose of unwanted paint products at this time. You can find a location by visiting the "PaintCare" website, www.paintcare.org, and entering your ZIP code. In Western New York, Sherwin Williams paint stores are all participating.

Next time you are in the market for paint products, why not drop off your old containers and help the environment?

•The town Highway Department reminds residents that leaf pick-ups have ended until the fall. Brush crews are out daily. Please keep in mind that brush pick-ups may be delayed from time to time, due to paving season and other events beyond our control. Thank you for your patience.

•Love fresh fruits and veggies? From 11:30 a.m. TO 12:30 p.m. every Wednesday, the FeedMore WNY Farm Market sets up in the parking lot at the Lewiston Senior Center, 4361 Lower River Road. Stop by for fresh, healthy, affordable and locally grown produce.

•Home projects are "being built," and residents are advised that a building permit is required for the construction of a shed, fence, installation of a pool and many other projects. Permits are available through the Building and Zoning Department. Call the office to make sure your project

is in compliance – 716-754-8213, ext. 227, 243 or 245.

•Lewiston snowbirds are reminded the U.S. Post office will not forward your water bill. To avoid receiving your water bill late, or the possibility of not receiving it at all, the Water Department asks anyone returning to Lewiston to contact them to change the bill back to your home address. Call 754-8213, ext. 235 or 236.

•While visiting all Lewiston town parks, please adhere to the "Smoke Free Zone" signs placed throughout our parks.

Town of Lewiston news and notes

IN THE NEWS

Voccio, County Clerk Jastrzemski to host 'Veterans Services Day'

Niagara County Legislator Chris Voccio and Niagara County Clerk Joseph A. Jastrzemski have teamed up to host a "Veterans Services Day" for veterans in Niagara Falls and surrounding communities.

The event will be held Monday, May 22. It will begin at 9 a.m. with coffee and doughnuts at the Cristoforo Colombo Society in Niagara Falls. From there, veterans will board a bus to the County Courthouse in Lockport for a visit with the Veterans Service Agency. Veterans will return to Niagara Falls about 2 p.m.

Voccio and Jastrzemski said that, while the veterans are in Lockport, they can put their DD214 forms on file with the clerk's office, sign up for the Thank-A-Vet discount program, and learn more about how the VSA can help them. Veterans can also tour the courthouse rotunda where the county's Purple Heart book is on display.

"Our veterans have done so much for all of us, so events like this are a small way to let them

know how much we appreciate them," Voccio said. "We also want to make sure they are receiving the services and benefits to which they are entitled."

Jastrzemski said, "I can't stress enough the importance of putting your DD214 forms on file with us, so you and your family always know they are safe and secure, and you can receive a free official copy at no charge any time it's needed. Plus, we have a team at the VSA ready to help you with any issues or concerns you may have."

Registration for this event is required for transportation purposes. Email ncpio@niagaracounty.com or call 716-439-7241 to reserve a spot for this free event.

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One (1) Motor Equipment Operator position and One (1) Laborer or higher depending on qualifications

Please pick up application at the Water/Sewer Department at 3113 Niagara Falls Blvd, North Tonawanda or Wheatfield Town Clerk's office at 2800 Church Rd, North Tonawanda Return them to the Wheatfield Water /Sewer Department

NO LATER than May 26th @ noon.