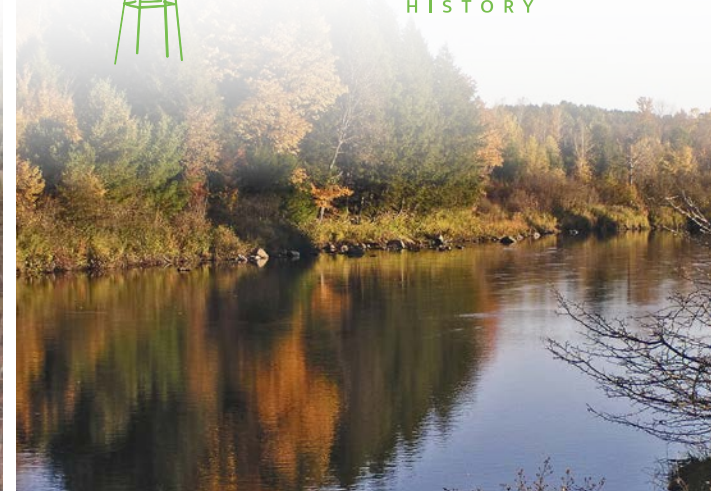




LYONS FALLS
CONNECTS
RECREATION · BUSINESS · HISTORY
MARKETING STRATEGY





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EXECUTIVE SUMMARY

The Lyons Falls BOA is a tremendous opportunity for the Village to focus on bringing businesses to Lyons Falls. It also represents an opportunity to reposition the area as a tourist destination. If executed effectively, both objectives have the potential to create long-term benefits that will better the local economy.

In order to effectively maximize the potential of the Lyons Falls BOA, there needs to be a formal effort behind the scenes to communicate new developments and opportunities to the community, target markets and other key stakeholders.

The following plan was designed to promote the Lyons Falls BOA project. The output of this plan works to achieve 6 goals:

1. build on the brand developed for Lyons Falls Connects to create awareness of the area as a destination, a place to call “home” and a place for commerce;
2. develop and incorporate the Lyons Falls Connects key messaging;
3. attract businesses to the area;
4. support existing businesses;
5. attract backcountry and adventure tourism to the area;
6. attract target demographics, such as families and those looking for second homeownership opportunities, to choose Lyons Falls.

All successful marketing plans start with attention to branding. This plan focuses on marketing tactics that would work to further the branding efforts already in place and expand on them. Aside from branding initiatives, a number of other marketing tactics have been identified. These are all suggested tactics and it is up to the Village to determine if and when they implement them.

SUMMARY TIMELINE

This is a summary of all the marketing tactics within the plan. Due dates will be added as we move forward in the process.

The responsibility column identifies who is responsible for completing the indicated task. The scope contract for Allieway Marketing includes the market items.

Item	Responsible	Due Date
Branding Initiatives		
Brand Audit		
Key Messaging		
Brochure Design	Allieway Marketing	TBD
Marketing Folder/Package	Allieway Marketing	TBD
Village Website Development		
Social Media		
Email Marketing		
Community Engagement Initiatives		
Brand Kit/Guide		
Bringing Businesses to Lyons Falls		
Incentives		
Target List		
Marketing Packet/Folder		
Segmented Marketing Pieces to be used in the Marketing Packet/Folder		
Sell Sheets of Strategic Sites	Allieway Marketing	TBD
Host a "Best of Lyons Falls Experience" for Bloggers AKA Influencers		
SCHEDULE A TOUR OF THE STRATEGIC SITES		
Lyons Falls as a Tourist Destination		
Target List of Visitors		
Target List of Businesses that Provide Amenities for Tourists		
Hosting Events		
Develop a Visitor's Guide Based on the New Lyons Falls Connects Brand		
Create an Adventure Tourism Package		
Attend Consumer Travel Tradeshows		
Living in Lyons Falls		
MONTHLY FAMILY MAGAZINE		
Facebook Advertising		
Business Outreach		
Create a Family Friendly Event or Attraction		
Create a Family Friendly Vacation Opportunity		
Partner with a Local Real Estate Agent		
Create a Bi-weekly Listing of Available Properties		
Add Real Estate Listings to the Village's Website		
Group Outreach		
Target List		



RESEARCH

The 2016 Market Analysis and Tourism Asset Study developed by Camoin Associates, along with information received during stakeholder interviews conducted by Allieway Marketing, provides the basis for the tactics presented in this strategy.

This plan is designed as a dynamic document and guide. The tactics set forth are recommendations based on current knowledge and research; the plan is adaptable to the expanding needs of the Village.

TARGET INDUSTRIES

The findings of market research conducted by Camoin Associates, identify eight main target markets which include:

- Manufacturing
 - Converted Paper Product Manufacturing
 - Chemical Manufacturing
 - Agricultural and Recreational Equipment
- Tourism
 - Backcountry & Adventure Tourism Support
- Agriculture
 - Dairy Product Manufacturing
- Health Services
 - Nursing Care Facility
 - Emergency and Outpatient Facility
- Clean Energy
 - Hydropower
- Additional
 - Accommodations
 - Food Hub

To create a targeted plan, Allieway grouped each of these industries in to one of two categories; Bringing Businesses to Lyons Falls and Lyons Falls as a Tourist Destination.

For the purposes of this plan, Bringing Businesses to Lyons Falls will focus on the following target markets and their subsets:

- Manufacturing
- Agriculture
- Health Services
- Clean Energy

This plan provides general marketing tactics that can be used to communicate with all of the target markets listed above. However, as noted later in this plan, each of these target markets may require individualized marketing plans to effectively communicate with decision makers.

The Lyons Falls as a Tourist Destination portion of this plan will focus on the target market identified as backcountry and adventure tourism.



The research provided by Camoin Associates also noted there is expected to be “continued growth of families as a percent of total households, overall and compared with Lewis County and the economic region” in the Socioeconomic Profile of their report. When Allieway conducted interviews with stakeholders, one member identified young families moving into the area as an opportunity for growth.

Additionally, the Tourism Asset Study conducted by Camoin Associates identified second home ownership as a potential residential target. Their report noted:

It is important to recognize that not all “visitors” are “tourists.” They could be second home owners or visiting family and/or friends. However, they appreciate the same activities and amenities:

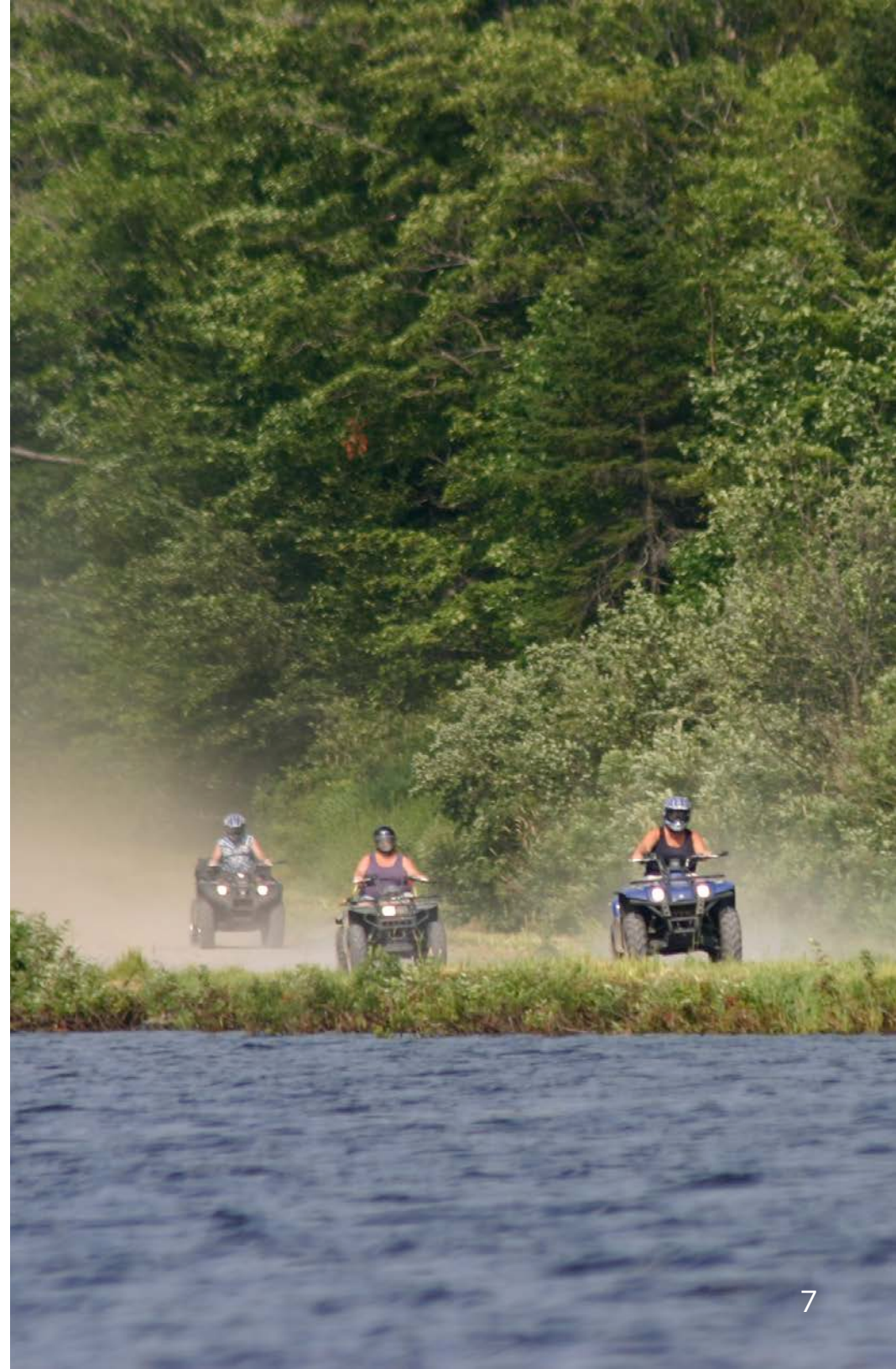
- Second homeowners are seen as an important segment of the visitor population and a major part of the real estate market, making contributions to the real property tax base as well as purchasing goods and services. Understanding this segment and its spending patterns may suggest development opportunities.
- Family and friends visiting local residents also seek entertainment and recreation opportunities and encounter the same gaps in amenities as short term visitors.”

As a result of these references, Allieway created a third category, Living in Lyons Falls, as an additional potential target market. Tactics to further position Lyons Falls as a family-friendly town and a place to consider second homeownership are provided later in this plan.

GOALS

This marketing strategy was designed to achieve the following goals:

- build on the brand developed for Lyons Falls Connects to create awareness of the area as a destination, a place to call “home” and a place for commerce;
- develop and incorporate the Lyons Falls Connects key messaging;
- attract businesses to the area;
- attract backcountry and adventure tourism to the area;
- attract target demographics, such as families and those looking for second homeownership opportunities, to choose Lyons Falls.



BRAND POSITION

Alliway recommends that Lyons Falls create a clear brand positioning statement that showcases the goals for this marketing plan along with other marketing efforts taking place in the area.

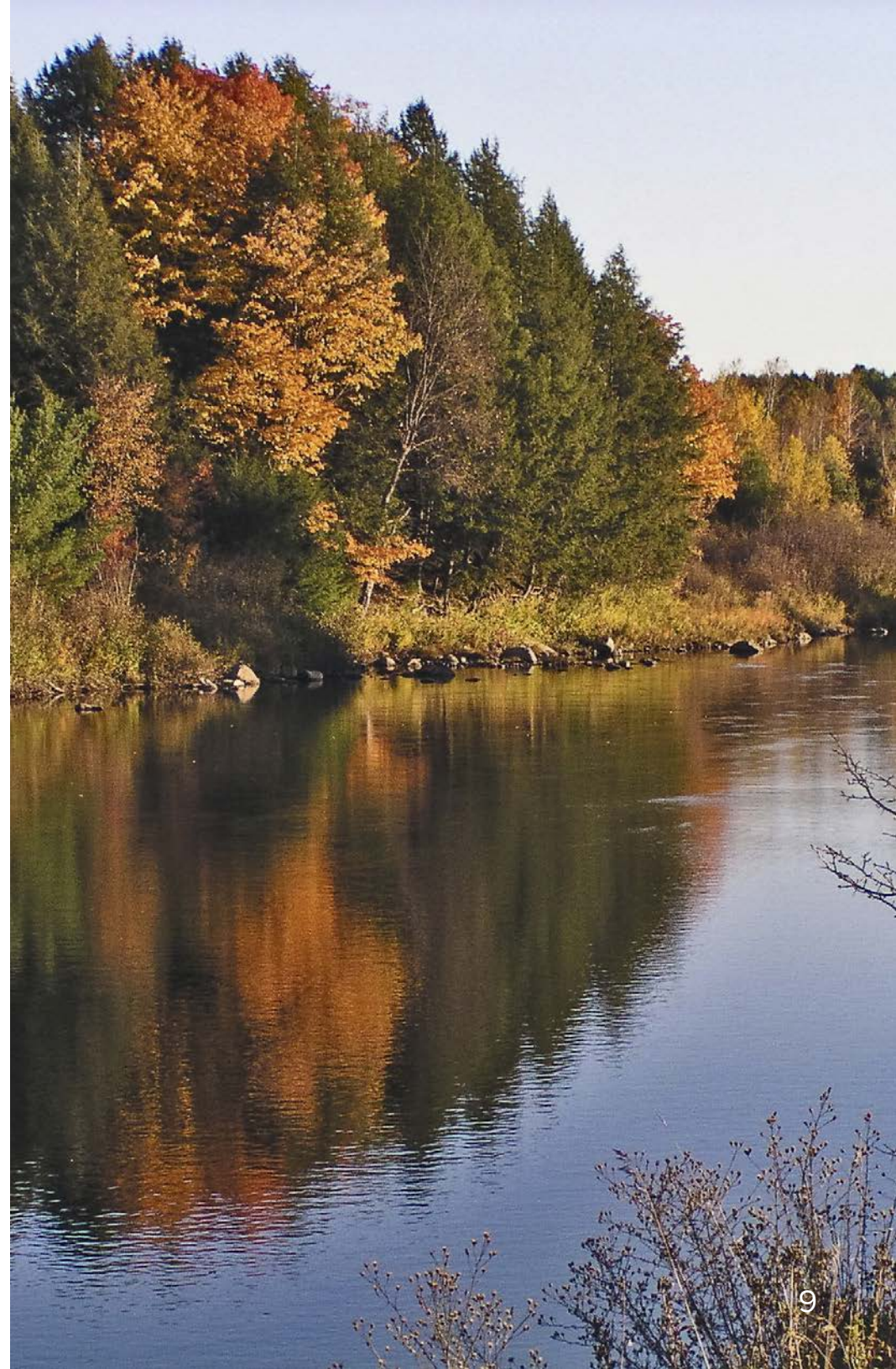
Brand positioning is a one or two sentence statement that articulates who your target audience is and what value you can provide them. We recommend developing a brand positioning statement, also known as positioning statement which is discussed in greater detail below in the marketing tactic “key messaging.”



BRANDING INITIATIVES

The following tactics are aimed at growing the Lyons Falls Connects brand. These tactics include:

- Brand Edit
- Key Messaging
- Brochure Design
- Website Development
- Social Media
- Email Marketing





MARKETING TACTIC – BRAND AUDIT

Description – A brand audit involves reviewing all the marketing materials being used under the brand's name or associated with a brand's name to ensure they are consistent with the organization's new brand standards. Lyons Falls should create a list of items that need to be updated using the new brand. An example of items that need to be reviewed include:

- Websites
- Social media accounts
- Brochures
- Print materials

Marketing Objective(s) – Ensure that anything to do with Lyons Falls is using the correct branding and messaging.

An example of things to look for in the brand audit, include sites like the below: :

<http://villageoflyonsfalls.webs.com/>

When you search “Lyons Falls NY”, the website referenced above appears first in Google's search results. If you look further down the organic search results, which many people do not do, you find this site:

<http://villageoflyonsfalls.com/>

This site appears to be more up to date and may be serving as the Village's primary website. Since the first website referenced is appearing at the top of the search results, someone looking for information on Lyons Falls may never find the correct site. Removing old websites and determining what sites work and don't work are examples of things that should be addressed during the brand audit. .

Here is another site that should be evaluated during the brand edit: <https://lyonsfallsboa.wordpress.com/> . It is unclear who owns and manages this site.

Responsible Party – X

MARKETING TACTIC – KEY MESSAGING

Description – After reviewing the current marketing materials and reviewing the Village’s website, it is recommended that Lyons Falls consider developing key messaging statements. Key messaging statements typically include a:

- Mission, vision and core values (if currently not developed)
- Positioning statement (brand position)
- Value proposition
- Brand promise

Marketing Objective(s) – Key messaging assures that the Village can sustain consistent communications across all branding efforts. These messages also help clearly communicate the village’s value to target audiences.

We recommend that the Village explore the effective tactics that other communities have implemented as ideas to more effectively position Lyons Falls and then work with a professional branding agency to further develop the messaging.

Responsible Party – X

MARKETING TACTIC – BROCHURE DESIGN

Description – Design a Lyons Falls Connects brochure that highlights the opportunities in the area.

Objective(s) – To create a piece of material that can be used as a sales tool.

Responsible Party – Allieway Marketing

MARKETING TACTIC – MARKETING FOLDER/ PACKET

Description – Create branded folders that can be used to create marketing packages.

Objective(s) – The marketing package can be presented to new businesses the Village targets to operate in Lyons Falls. It can also be tailored to help promote tourism.

Items in the marketing package include:

- The Lyons Falls Connects brochure
- Segmented piece – Large and Small Businesses
- Segmented piece – Tourism

Responsible Party – Allieway Marketing



MARKETING TACTIC – VILLAGE WEBSITE DEVELOPMENT

Description – The Village of Lyons Falls' current website should be updated to showcase the area's new branding. All content should be reviewed and reorganized to easily deliver the Village's key messaging to visitors. It should also work to help support the goals mentioned above. Therefore, the Village of Lyons Falls' website should talk about the residential opportunities available for families, the opportunities for business, and start positioning the area as a tourist destination by including information on the following topics:

- Arts & Culture
- Food
- Sports & Recreation
- Nightlife
- Shopping
- Museums
- Historic Places
- Sciences & Natures
- Agritourism
- Free Things to Do
- Kids Things to Do
- Must Sees
- Features

A potential site map for villageoflyonsfalls.com with content ideas would be:

Home – The homepage must focus on the services and benefits the Village has to offer residents and tourists. It also needs to provide clear navigation on how to learn more about each service or benefit referenced on the home page.

Visit – This page should feature all the topics mentioned above and showcase the backcountry and adventure tourism opportunities in Lyons Falls.

Live – This page should feature homes for sale, a

downloadable relocation guide and information about living in Lyons Falls. Much of the information currently found in the "Community" section of the current site could be reorganized into the "Live" section.

Lyons Falls Connects – This page should provide a brief overview of the BOA and connect to the website dedicated to the BOA that is currently being developed under the guidance of Bergmann Associates.

History – This can incorporate some of the historical information about the Village that is currently on the site.

News and Events – This page should contain an event calendar and a blog style listing of news.

Contact – Contact information for Village officials and departments.

The site should also have easily accessible links to the Village's social media accounts.

Objective(s) – When visiting the Village's current site it does not work to position the area as anything more than a typical village. The content needs to focus more on positioning the Village as a tourist destination and as a place for businesses to grow and thrive.

Responsible Party – X



MARKETING TACTIC – SOCIAL MEDIA

Description – Social media should be used as an additional tactic in supporting the Village's branding and growth efforts.

Objective(s) – Social media is an effective way to further develop the Village's brand and it also represents an opportunity to help the Village implement and reach its marketing goals by targeting specific audiences through advertising.

Allieway was unable to find established social media accounts for Lyons Falls. If they exist, please provide links and Allieway can update this portion of the marketing strategy. If they do not exist it is recommended that the Village establish a branded Facebook page to start. Allieway also suggests creating a Lyons Falls Connects Facebook page to share BOA information.

Facebook is the right platform to target the general public and business owners. Once the Village is successful in growing and leveraging their Facebook page, other social media platforms such as YouTube, Instagram and Twitter should be considered.

Responsible Party – X



Lyon Falls Connect Page - Facebook Strategy

Goals - Create a Lyons Falls Connects Facebook page that focuses on the project and engages the community about new developments.

Objective(s) - In doing this, the Village will be able to spread the word about all it has to offer and continuously communicate with its audience about residential, business and tourism opportunities within the Village of Lyons Falls.

Potential posting strategy includes:

Monday - Latest news on progress and upcoming events. If there are none, feature an existing local business.

Tuesday - Feature a development opportunity and educate the public on what type of developments would work best there.

Wednesday - Share a photo submitted by a reader or community news.

Thursday - Share details about events coming up over the weekend or opportunities for things to do around town.

Friday - Partner with a local real estate agent to showcase available properties that could be used as second homes as per the target audience described in the Living in Lyons Falls portion of this plan.

Saturday - Highlight things to do in the community.

Sunday - Share something completely unrelated to the community, i.e. an appropriate inspirational quote, a National holiday question, engage in random conversation.

Responsible Party - X





MARKETING TACTIC – EMAIL MARKETING

Description – Develop a weekly, bi-weekly or monthly email marketing campaign that includes topics such as:

- Arts & Culture
- Food
- Sports & Recreation
- Nightlife
- Shopping
- Museums
- Historic Places
- Sciences & Natures
- Agritourism
- Free Things to Do
- Things to Do With Kids
- Must Sees
- Features

Objective(s): Consistent and interesting emails increases brand awareness. They can also help keep the community engaged and up to date on what is happening around town. To collect emails for the database the Village can:

- Put a sign up form, or popup, on the Village's website
- Put a sign on up on social media and use social media to help collect emails
- Run a contest that requires people to enter by providing their email and agreeing to be on the mailing list
- Put pen and paper sign-up sheets in local businesses and ask the owners to help gather contacts.

Responsible Party - X



COMMUNITY ENGAGEMENT INITIATIVES

Successful branding starts from the core of an organization and is then transmitted out to the target audience. With that in mind, it is important to get everyone including Village employees, Lyons Falls Alive members and the general community involved in the branding process. If the community knows, understands and buys in to the branding efforts, the Village will be more effective in sharing it with key constituents outside the community.

MARKETING TACTIC – BRAND KIT/GUIDE

Description – A brand kit is an informational piece designed to provide insight to key constituents about branding. It is recommended that a brand kit be created and distributed to all Village departments and area businesses.

Marketing Objective(s) – The brand kit is aimed at helping employees, business owners and key community members understand the goals of the new brand and teach them how to incorporate it within their own job or business.

Items to potentially include are:

- A one-page brand guide that showcases the new logo, key messages and links to social media pages.
- The Lyons Falls Connects brochure (detailed in the Branding Initiatives section).
- A sticker or window decal with the Lyons Falls Connects logo on it for them to display in their office or window. This could potentially include a reference to an online resource that has real-time information about what is happening in the community.
- A list of upcoming events they can get involved with.
- A list of key contacts and their information.

Responsible Party - X



BRINGING BUSINESSES TO LYONS FALLS

TARGET MARKET #1





MARKET RESEARCH IDENTIFIED SEVEN INDUSTRIES TO TARGET FOR BUSINESS OPPORTUNITIES IN LYONS FALLS.

These include:

- Paper Manufacturing and Packaging
- Agri-Manufacturing
- Health Services
- Accommodations
- Food Hub
- Chemical Manufacturing
- Equipment Manufacturing

To entice businesses to operate from Lyons Falls, the Village will need to develop a marketing strategy geared specifically toward connecting with businesses in the industries listed above. As part of that plan, Lyons Falls will need to develop marketing collateral to be used as sales pieces during presentations, tradeshow and meetings with potential business tenants.



MARKETING TACTIC – INCENTIVES

Description – Create incentive packages for businesses to relocate or start-up in Lyons Falls by leveraging existing incentive programs the County and State offer.

Objective(s) – To provide businesses with an additional reason to choose Lyons Falls.

Responsible Party - X

MARKETING TACTICS – TARGET LIST

Description – Create a list of target businesses that could easily move in to space in Lyons Falls.

Objective(s) – By creating a target list, you can quickly identify potential businesses to solicit.

Once this list is established when reaching out to these businesses, it is recommended that they are given a marketing packet that includes the Lyons Falls Connects brochure and information on incentives.

Responsible Party - X

MARKETING TACTIC – MARKETING PACKET/FOLDER

Description – Create branded folders that can be used to create marketing packages.

Objective(s) – The marketing package can be presented to new businesses the Village is trying to bring in.

Items in the marketing package include:

- The Lyons Falls Connects brochure, highlighting strategic sites
- Incentives
- 30 cool things about Lyons Falls, NY
- What to do in a day or in a weekend
- Industry specific marketing brochures
- Information on strategic sites

Responsible Party - X

MARKETING TACTIC – SEGMENTED MARKETING PIECES TO BE USED IN THE MARKETING PACKET/FOLDER

Description – Create supplementary marketing pieces that focus on the business community. The content of these pieces should focus on encouraging business owners to operate from Lyons Falls and/or one of the strategic sites identified in the BOA. These pieces should be industry specific. Allieway recommends creating industry specific segmented marketing brochures that target:

- Manufacturing Businesses
- Small Businesses
- Tourism Businesses

Objective(s) – To develop collateral that can be used as part of the sales process.

Responsible Party - X

MARKETING TACTIC – SELL SHEETS OF STRATEGIC SITES

Description – Create a marketing sell sheet on each strategic site identified as part of the BOA.

Objective(s) – This collateral can be used as part of the sales process and included in marketing packages.

Responsible Party – Allieway Marketing





MARKETING TACTIC (LONG TERM) - HOST A “BEST OF LYONS FALLS EXPERIENCE” FOR BLOGGERS AKA INFLUENCERS

Description - Invite 4-6 strategically chosen bloggers to an all-expenses paid “Best of Lyons Falls Experience” weekend or overnight trip. This tactic can service any market – if marketing focuses on tourism, travel bloggers should be selected and given the tourist experience. If the marketing focus shifts to bringing new businesses to Lyons Falls, regional business bloggers should be selected and given tours of business that have had success in the area.

Objective(s) - Bloggers should be selected based upon their market, readership numbers and readership demographics. Additionally, bloggers who have high social media followings should be given extra consideration.

The expectation for bloggers, in general, is that if you pay for their experience, they will share it with their audience. However, it is important to pick reputable bloggers who are either willing to sign a contract specifically outlining the exchange or are respectable enough to take them at their word (some bloggers will not formally document an exchange of goods for editorial content). Note that working with bloggers who are represented by agents or large blogger networks typically have fees in addition to their trip being financed by the hosting area.

Responsible Party(s) - X

MARKETING TACTIC – SCHEDULE A TOUR OF THE STRATEGIC SITES

Description – Host an event that provides a tour of all the strategic sites identified by the BOA. Invite key constituents, such as ED officials, ESD regional ED officials, or small business owners that have the potential to move in to Lyons Falls.

Objective(s) – Strategically inviting business owners that would be a good fit for the BOA sites will bring them directly into the community and give them a first-hand look at all Lyons Falls as to offer.

North Tonawanda, New York hosted a similar event for their BOA project. They had a peddle trolley that took guests around town and made stops at various strategic sites. The same concept could be duplicated in Lyons Falls. It could be a walking tour or a bike tour if a peddle trolley is not available.

Responsible Party – X



LYONS FALLS AS A TOURIST DESTINATION

TARGET MARKET #2





THE VILLAGE OF LYONS FALLS HAS IDENTIFIED TOURISM AS AN AREA OF OPPORTUNITY.

The Village of Lyons Falls and research conducted by Camoin Associates has identified backcountry and adventure tourism as an area of opportunity.

TOURISM MICRO VIEW

The Village has several tourism assets already in place which they can build from including:

- The Falls
- The junction of the Black River and Moose River
- The Village's proximity to the Adirondack Mountains
- The Tug Hill Region
- The waterfront
- Snowmobiling trails

The following are marketing tactics recommended to promote the tourism assets the Village already has in place.



MARKETING TACTIC – TARGET LIST OF VISITORS

Description – Create a list of target groups the Village could solicit to come to the area that would be interested in existing tourist attractions.

Objective(s) – By creating a target list, you can quickly identify potential opportunities to solicit.

For example, there are active snowmobile clubs operating a few hours away from Lyons Falls including The Chautauqua Lake Snowmobile Club (www.chautauquasnow.com). The Village could include a club like this on their target list and solicit them to host an event in Lyons Falls by partnering with the local snowmobile club, The Turin Ridge Riders.

Responsible Party – X

MARKETING TACTIC – TARGET LIST OF BUSINESSES THAT PROVIDE AMENITIES FOR TOURISTS

Description – Create a list of target businesses the Village could solicit that would provide much needed amenities to tourists. As per the Tourism Asset Study, this list should include:

- Restaurants
- Bars
- Retail
- Attractions (i.e. paddle boats and kayak rentals, zip lines, hiking tour companies or businesses like Adirondack Extreme Adventure Course in Bolton, NY).
- This could also include existing businesses that are already operating in the region but could be solicited to open new locations in the Village.

Objective(s) – These businesses will provide additional reasons for tourists to come to Lyons Falls and stay. They also provide a resource for couples or families traveling to the area. For example, if one family member is an avid snowmobiler while others are not, having additional amenities in the Village will give the other family members things to do while others are snowmobiling.

Responsible Party – X



MARKETING TACTIC – HOSTING EVENTS

Description – It is recommended that the Village begin looking for events, such as a snowmobiling event or something like NYS Outdoor Writers Association's Annual Fall Safari that can be hosted at any of the sites listed above. The Village could either look for events that are established or create an event from scratch. Going with an established event would typically require fewer resources but might lack individual focus on a specific target market segment.

Objective(s) – Bringing established events that have a built in following can raise awareness of the area and generate ongoing traffic.

Responsible Party – X

MARKETING TACTIC – DEVELOP A VISITOR'S GUIDE BASED ON THE NEW LYONS FALLS CONNECTS BRAND

Description – Create a print piece that can also be published online that showcases all there is to do in the Village year round.

Objective(s) – Having a guide that provides visitors with everything to do in one place makes it easier for visitors to navigate the Village and take advantage of the tourist destinations already in place.

As part of this guide, the Village should features like:

- What to do in a day
- What to do in a weekend
- 30 Exciting Things about Lyons Falls

Responsible Party – X

MARKETING TACTIC – CREATE AN ADVENTURE TOURISM PACKAGE

Description – Partner with a hiking club or another paddling existing group that focuses on an adventure sport to create and promote a package weekend where attendees would get lodging, food and guided hiking tours or access to another adventure sport.

Objective(s) – Inviting tourists that enjoy adventure sports will start to position the area as an adventure tourism destination. If successful, this concept could be expanded to other target visitor groups.

Responsible Party – X

This tactic would require an individualized marketing strategy to effectively implement and promote.

MARKETING TACTIC – ATTEND CONSUMER TRAVEL TRADESHOWS

Description – There are several large tradeshow style events that attract attendees interested in travel, specifically sport and outdoor vacation travel. It is recommended that Lyons Falls partner with another organization to gain visibility at one of these events.

Objective(s) – Being visible at an event like this will begin to position Lyons Falls as a destination. They also provide visibility and promotional opportunities to reach visitors that would not be reached without extensive advertising campaigns.

Potential events include:

AAA Great Vacations Travel Expo - <http://www.aaagreatvacations.com/>

WNY Sport and Travel Expo - <http://www.eriepromotions.com/Sport/Wny/default.aspx>

New York Times Travel Show - <http://nytravelshow.com/>





TOURISM MACRO VIEW

When existing tourism assets are further developed, the Village should consider expanding its plan to include long term goals and developments. The first part of this process should include creating a tourism marketing plan. Below is a list of steps, followed by tactics that should be a part of the Village's tourism marketing plan.

Steps:

1. Establish a committee comprised of Village officials and Lyons Falls' stakeholders.
2. Develop a tourism marketing plan and implement it.
3. Work to leverage Lewis County's existing marketing resources to help promote tourism in the area.
4. Ideally, we'd suggest establishing a tourism marketing budget that would include salaries for an on-staff marketing director. That said, we understand that this might not be feasible for a community the size of Lyons Falls but it should be considered. If it is determined to be feasible, create and hire a paid position or designate an existing department to be responsible for tourism in the Village.

Tactics that should be part of the plan include:

- Branding
- Key messaging
- A designated website for tourism or update the Village's main site to include more detailed information
- Social media accounts specific to tourism
- Social media campaigns to promote specific events and attractions
- Events that might bring people to the Village (i.e. festivals, shows, etc.)
- Development of a visitor's guide
- A paid advertising campaign promoting the Village as a tourist destination
- A digital marketing strategy to capture online researchers searching for vacation destinations or area attractions

Examples of successful national tourism campaigns include:

- Philadelphia, PA - <http://www.visitphilly.com/>
- Las Vegas, NV - <http://www.lasvegas.com/>
- Cleveland, OH - <http://www.thisiscleveland.com/>
- Regional Tourism Examples:
 - -Lake Placid, NY <http://www.lakeplacid.com/>
 - -Old Forge, NY <http://www.oldfor geny.com/>

LIVING IN LYONS FALLS

TARGET MARKET #3



Research conducted by Camoin Associates and through stakeholder interviews conducted by Allieway revealed that there are two target demographics the Village should consider marketing to as residential opportunities. This includes young families and visitors that may be interested in second homeownership in Lyons Falls due to the recreational opportunities available. To effectively target these two demographics, Allieway recommends the following tactics.



TO REACH FAMILIES THAT MAY BE INTERESTED IN MOVING TO THE VILLAGE OF LYONS FALLS

MARKETING TACTICS – MONTHLY FAMILY MAGAZINE

Description – A monthly family magazine that is distributed to the community and features organizations, businesses and events that appeal to families. (Please note: To save on printing costs, this tactic could first be developed as a website.)

Objective(s) – This publication can be used to highlight all that Lyons Falls can offer a family. It can also be used as a visitor's resource and as a place for businesses that target families to showcase products or services.

Content ideas include:

- Feature Stories
- Family Friendly Events
- Free for Kids Events
- Places to Host Kid's Parties
- Kids Eat Free Listings
- School Information
- Childcare Resources

MARKETING TACTIC – FACEBOOK ADVERTISING

Description – It is recommended that Lyons Falls use Facebook ads to promote events and other Lyons Falls related information that is targeted toward families.

Objective(s) - Targeting families is affordable and easily done through Facebook advertising. Facebook ads can introduce families to the Lyons Falls community and encourage them to get involved.

Responsible Party - X

MARKETING TACTIC – BUSINESS OUTREACH

Description – Lyons Falls should reach out to local businesses that already focus on families as a target market and work to partner with them. Partnerships could include hosting events together or simply working together to distribute information on family-focused events in the community.

Realtors should also be part of the business outreach tactic. Lyons Falls should contact realtors from surrounding communities and encourage them to promote Lyons Falls as a family friendly option when they have home buying clients. Lyons Falls could consider an incentive program for families that relocate to the area.

Objective(s) – Partnering with other entities that are already communicating with a target market will save advertising budget dollars and most likely be more effective.

Responsible Party - X

MARKETING TACTIC – CREATE A FAMILY FRIENDLY EVENT OR ATTRACTION

Description – Create and host an event that targets families or build an attraction geared toward families.

Objective(s) – A low cost event gives families a reason to visit the area and will begin to position Lyons Falls as a family-friendly community. Creating an attraction that stays in Lyons Falls on an ongoing basis is an even better, but more expensive, alternative.

Event ideas include:

- Krazy Kids Inflatable Fun Run - <http://krazykidsinflatablefunrun.com/>
- Sledding events

- World's Largest Rubber Duck - <http://www.thebigduck.us/> (The duck recently made a stop in Buffalo, NY and attracted thousands of people to the waterfront bringing neighboring businesses a lot of traffic.)

Potential Attractions:

- Ice skating rink
- Tubing hills

MARKETING TACTIC – CREATE A FAMILY FRIENDLY VACATION OPPORTUNITY

Description – As described in a previous tactic, Lyons Falls should create a vacation package aimed at families. This could include partnering with Snow Ridge to create a skiing vacation package where families get lodging, ski passes and food for a weekend.

Objective(s) – A package such as this would give a family a reason to visit Lyons Falls and begin to position the area as a destination.





TO REACH THOSE CONSIDERING SECOND HOME OWNERSHIP

MARKETING TACTIC - PARTNER WITH A LOCAL REAL ESTATE AGENT

Description - Partner with a local real estate agent who can provide information on available properties that would be good investments for individuals looking for a second home.

Objective(s) - Providing information on listings and making it readily available on an ongoing basis will begin to position Lyons Falls as a community that welcomes individuals looking for a second home.

Responsible Party - X

MARKETING TACTIC - CREATE A BI-WEEKLY LISTING OF AVAILABLE PROPERTIES

Description - Work with the real estate agent mentioned in the first tactic to create and update a bi-weekly list of available properties that would make good second homes.

Objective(s) - Providing information on listings and making it readily available on an ongoing basis will begin to position Lyons Falls as a community that welcomes individuals looking for a second home. It will also be good content for social media channels.

Responsible Party - X

MARKETING TACTIC – ADD REAL ESTATE LISTINGS TO THE VILLAGE’S WEBSITE

Description – In the Living section of the Village’s website include a list of available properties that would make good second homes and link them directly to the MLS listing.

Objective(s) – To make buying a second home in Lyons Falls easy.

Responsible Party – X

MARKETING TACTIC – GROUP OUTREACH

Description – Distribute the listing of all the available properties to the local snowmobiling, hiking, ATV, etc. clubs.

Objective(s) – Individuals that enjoy the recreational opportunities Lyons Falls has to offer are key targets for second home ownership in the community. Communicating available properties to groups they are already a part of or may be familiar with will efficiently start to position Lyons Falls as a place to consider second home ownership.

Responsible Party – X

MARKETING TACTIC – TARGET LIST

Description – Make a target list of adventure sport groups within a 50 to 75 mile radius and distribute real estate information to them.

Objective(s) – Adventure sport enthusiasts from other communities may consider Lyons Falls for second home ownership if they are presented with information on what the area has to offer. This may also work to position Lyons Falls as a destination for adventure tourism.

Responsible Party – X

