

HARVEST PARTNERSHIPS FLIP CHART FRENZY

Pursuing new/underdeveloped markets:

College Kids

- Businesses can host College Nights – special activities, discounts, etc.

Group Tours

- Attract buses from Rochester and other surrounding cities – hit the “day trip” group tour market

Exchange Program with other places – sister cities

Canada – Toronto (10 mill people to tap into!)

Young Professionals with money

Cleveland (drive market & big ski market)

Corporate Retreats

Craft Beverage

Athletics

Entertainment

Government

Seniors

- Day Trips – senior living homes/communities often have activities and a shuttle bus that they try to get the residents out for a day

Locals

Rental Property Owners

- Provide owners with marketing materials of local businesses to supply their guests

Enhancing the FLX Brand

Inviting/networking neighboring chambers

Work Force Challenges: Ideas to introduce students & young adults to the world of tourism & hospitality job potential

Apprentice program (14-15year olds)

High School/College job opportunities with local businesses (connect with school guidance counselors)

- Connecting with campuses – hospitality businesses can host a “fair” type event to connect with students for employment, special activities for school clubs, property tours

Engage/better quality of life vs. where they live now

Online job forums promoting FLX as beautiful place to live/work

Training

Housing for workforce (JI Intern-Visa)

Staff engaged in retainment

Incentives for staff

How to adapt to a shorter work week with a 365 day business

Change mindset of community about 24/7 business

Veterans’ programs-workforce development

IT challenges

Free meals

Benefits/401K match

Seasonal staffing/internships

Finding time for social media

Language barriers

Winter: Ideas to grow our business during that season; co-op marketing?

Create Holiday Events

- Festivals, wine events, family friendly, sleigh rides
- Packaged events

Promotion of Athletics

- Collegiate
- Amateur

Restaurant week (all Ontario County)

- Either different themed weeks, or a week, to promote across the entire county

Promote destination events & offerings that are held year-round – like Adopt A Tree

Consolidated collaboration

- Larger/regional events instead of individual ones

Build your own snowman kits

Winter outdoor activity promotion

- Snowshoeing
- Cross Country Skiing
- Downhill Skiing
- Rental options for snowshoes/skis/snowboards

Snow dump-polar plunge-ski/board jump

Event/sport company (Yellow jacket)- partner with -snowshoe

Talk positive!! It's FUN here in the winter!

Igloos@ restaurants, ski resorts for outdoor gatherings

Partner with Patagonia, LLBean...winter clothes

How to drive in the snow -lessons

Some people LOVE snow!

Sledding – attract the kids & then parents will come!

- Promote Best Sledding Hills in Ontario County

Alliance Partners: How can we cross-pollinate each other's business?

Referrals

Mixers – Community Building

Packages- brochure sharing

Event- experience discounts

Social media- facebook/ Instagram etc.

Passport or scavenger hunt

Dinner & a show, ex: Lincoln Hill Farms & CMAC

Networking

App with all community events in the area

Staff experience program/passport

- Teach staff about surrounding businesses with an education program
- Allow staff to experience nearby businesses with a passport

Invitations to share social media space/platforms

Marketing collaboration

Partnership directory

Transportation: What are our challenges?

Late night transportation

Limited uber- drive service for your car

Avoiding Main Streets and how to address when pushing people to the Main St.

High Gas Prices

Expansive Region – a lot of distance to cover & navigate around

Inclement weather

Charging stations

Lack of internet (GPS)

Lack of car rentals

Better flights (routes, times)

Recommended Transportation solutions/alternatives:

Party buses

Finger Lakes Shuttle (including ROC)

Bicycle/scooter tours/rentals

Incentives for drivers