

# VERMILION SMALL BUSINESS GUIDE

**FALL 2022**

[www.mainstreetvermilion.org](http://www.mainstreetvermilion.org)

## *Fall on Lake Erie*

The sidewalks, beaches and parks are filled with people looking for the Vermilion experience. It's an endless job to keep things fresh and interesting like freshening window displays and keeping storefronts visitor friendly but one comment we hear often is, "Everyone is so friendly!" This helps make their visit to our Small Town on a Great Lake most memorable.

We hope this seasonal guide sparks some new Fall ideas!

*Marilou*

Marilou Suszko  
Executive Director

*Amy*

Amy Hoffman  
Special Projects Coordinator



# VERMILION BUSINESS CONNECTION

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**CONNECT** Join the Vermilion Business Connection Facebook page.

**SIGN UP** for text messages. Share your cell phone number by emailing it to amy@mainstreetvermilion.org with your name and business info.

**CHECK IN** Take a look at the Vermilion Business Connection information updated regularly on our website, [www.mainstreetvermilion.org/businessconnection](http://www.mainstreetvermilion.org/businessconnection).

## SCHEDULE OF EVENTS - 2022

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### OCTOBER

1-31 Shake, Rattle, & Stroll (MSV)

2 50th Woollybear Festival (VCOC)

18 Vermilion Business Connection (MSV at SOS Wines)

### NOVEMBER

5 Corks & Kegs (VCOC)

26 Small Business Saturday (MSV)

### DECEMBER

2 Light Up Vermilion (MSV)

### FEBRUARY 2023

4 Ice A Fair (MSV)

*MSV: Main Street Vermilion*

*VCOC: Vermilion Chamber of Commerce*

*Please note that Main Street reserves the right to change events, dates, locations and format as necessary.*

### Questions about events?

For questions on Main Street Vermilion Events 440.963.0772 Website: [mainstreetvermilion.org](http://mainstreetvermilion.org)

For questions on Vermilion Chamber of Commerce (VCOC) Events 440.967.4477 Website: [vermilionohio.com](http://vermilionohio.com)

*Do you have additional ideas for bringing people to town? Please share and let us know what you'll do to help!*

## MENU TRENDS FOR FALL AND WINTER 2022

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- Specialty Culinary Mushrooms
- Comfort Foods within the Global Context
- Fall Soups
- Making Food Experiential

"Sustainability is continuing to be the topic of conversation. This includes environmentally friendly packaging and locally sourced food from farmers that use methods like regenerative agriculture. Today's customers want to know where their beef, seafood, and pork came from, what it was fed, and if it was raised, caught, and harvested sustainably. Another continuing trend is comfort foods with a global twist."

-Marisa Upson

Source: [emerging.com](http://emerging.com)

# 5 FALL 2022 TRENDS TO TRY AT YOUR RETAIL STORE

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1. **E-Commerce and Online Shopping** - Mobile purchases are even more popular, and social selling – selling products directly through social media – makes purchasing everything from dog food to fine jewelry more accessible. If a customer can make a purchase with a simple touch of their screen, and one that they carry around in their pocket, they're much more likely to do so.
2. **In-Store Experiences** - One of the best parts of running a small business is your ability to tailor the customer experience to every individual. Getting people back in your stores and in front of yourself and your products plays a huge role in building relationships. Plus, it encourages customer loyalty.
3. **Community Involvement** - Hosting community events, participating in fundraisers, and donating supplies to local organizations not only support your customer base socially – it boosts your local economy. It also serves to showcase your business's mission and values.
4. **Employee Engagement** - Cultivate a positive work culture, whether you have two employees or 200. Communicate clearly, acknowledge excellent work, plan team outings – make employee engagement a priority.
5. **Trending Retail Technology** - Using cloud services to know what's in stock at all times, manage purchase orders, and set low-stock reorder points to streamline inventory management and make your job easier.

## Why You Need to Try These Fall 2022 Trends at Your Store:

"To make sure your retail store is the best in the business, you need to stay up-to-date on the latest trends in customer experience, employee engagement, and retail technology. You'll knock out the competition, by guaranteeing the ultimate shopping experience for your buyers – which will keep them consistently coming back for more."

-Spence Hoffman

Source: POSnation.com

# 4 WAYS TO ADDRESS OBJECTIONS ABOUT SHOPPING LOCAL

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1. **Stop saying "in this economic climate"** – people are still shopping, traveling, and talking about businesses/places they visit. Start looking at what people want. Where we live, there are more day travelers coming from around the state. What can you provide for them?
2. **Don't spend other people's money.** In other words – don't prejudge people. You really don't know what their priorities are and how they want to spend their money. People do have money to spend.
3. **New ways to advertise don't always cost money.** They do cost time. Facebook, twitter, LinkedIn, blogging can all be done for no cost or almost no cost. You do need to spend time on it to be effective. You wouldn't just put up a billboard and expect people to flock to your store either. People need to see something 7 times before it sinks in!
4. **If you're not doing anything different, you'll become stale.** Rearrange your store, change the windows, use new ads in the paper and on the radio – give people a reason to come visit you.

Source: SaveYour.Town

If you would like to join Main Street Vermilion as a business partner and support programs that promote tourism, advance community revitalization, and support economic development, go to [www.mainstreetvermilion.org](http://www.mainstreetvermilion.org).