



VERMILION SMALL BUSINESS GUIDE

SPRING 2022

www.mainstreetvermilion.org

Spring is on the way!

Spring is one of the most inspiring times in Vermilion. As we emerge from winter and two years of pandemic-related challenges there's a renewed energy that reveals itself with the start of new projects and the readying of our town, our "home," for guests and visitors.

Our community is most welcoming to visitors when we all work together. We appreciate what you do to make Vermilion a great place to live or visit!

We hope this seasonal guide sparks some fun Spring ideas!

Marilou

Marilou Suszko
Executive Director

Amy

Amy Hoffman
Special Projects Coordinator



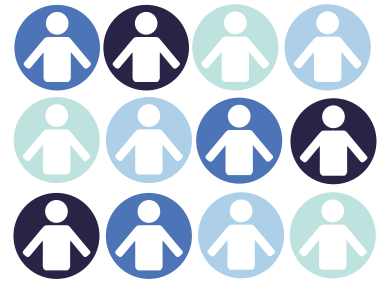
VERMILION BUSINESS CONNECTION

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.

NEXT VERMILION BUSINESS CONNECTION MEETING Tuesday, April 19th



NEW BUSINESS SHOWER

STOP BY HIDDEN BEAUTY 2 for a 1 year celebration and official grand opening of the Vermilion location at Saturday, April 2nd from 1-3PM at 4560 Liberty Ave suite A, in the same plaza as Salvatore's in Vermilion Drop by to see the salon, shop vendor booths, and special hair product sales! Enjoy food, drink, complimentary brow stenciling, and raffle baskets.

SCHEDULE OF EVENTS - 2022

April

19 Vermilion Business Connection (MSV - location TBD)
23 Chocolate and Wine Walk (VCOC)

MAY

19 3rd Thursday Music (VCOC)

JUNE

16 3rd Thursday Music (VCOC)
17-19 56th Festival of the Fish (VCOC)

JULY

2, 9, 16, 23, 30 Market in the Park (MSV)
10, 17, 24, 31 Concert in the Park (VCOC)
16 VetteMilion (Lake Shore Corvettes, Inc.)
16 Home and Garden Tour (MSV)
19 Vermilion Business Connection (MSV - location TBD)
21 3rd Thursday Music (VCOC)
23 All Washed Up (MSV)
24 Chocolate and Wine Walk (VCOC)

AUGUST

6, 13, 20, 27 Market in the Park (MSV)
7, 14, 21, 28 Concert in the Park (VCOC)
5 - 6 Vermilion Beach Market at Sherod Park (Presented by Anne Naugle)
6 Chalk it Up (MSV)
18 3rd Thursday Music (VCOC)
28 Hot Diggity Dog Day (MSV)

SEPTEMBER

15 3rd Thursday Music (VCOC)

OCTOBER

1-31 Shake, Rattle, & Stroll (MSV)
TBD 50th Woollybear Festival (VCOC)
18 Vermilion Business Connection (MSV - location TBD)
TBD Oktoberfest Event (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

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

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

2022 RURAL TRENDS: TOP 6

- 1 Warm up the Welcome Wagon.** New residents are coming from urban to rural/small towns.
- 2 Increased environmental interests.** Giving nature a hand and being good stewards of land.
- 3 Building unified yet diverse communities.** Hosting gathering events that welcome everyone.
- 4 Less formal organizations.** People are organizing more around activities they enjoy.
- 5 Reimagining of rural health care.** Moving towards more telemedicine leads to people staying in their homes instead of moving into retirement homes and assistant care centers.
- 6 Community-owned and cooperative businesses give new businesses a stronger start.** Local products are thriving now that supply chain issues exist.

Source: SaveYour.Town

BEFORE YOU WRITE YOUR NEXT BUSINESS PLAN

Too often, our planning starts from what we don't have. We focus on what to improve, what we lack—and what we messed up last year.

Educational consultant, [Kristie Pretti-Frontczak](#) suggests a strengths assessment instead. Here are her questions to kick off your thinking:

1. What do you aspire to accomplish within the next year? The next 3 months? The next 30 days?
2. What goals will move you toward your aspirations?
3. If you were to rank the top three goals to begin working on immediately, what would they be?
4. What do you see as your strengths that will help you to accomplish your goals?
5. What do you see as opportunities to learn or grow that will help you to accomplish your goals?
6. If you could have one tool or piece of information that would be key to your goals, what would it be?

Source: SaveYour.Town

ROGER BROOKS - THE USE OF PHOTOGRAPHY TO INCREASE SALES

- People in photos make the content more interesting. More detail = more intriguing.
- Promote what is unique to your business.
- Focus on people in action, not places (the exception is advertising hotel rooms). Nothing sells better than a smile!
- Use professional photography. Use just ONE signature photo per ad/page/poster. Use stock photography sparingly.
- Change out your photos to keep things fresh and current. Don't use photos of old products or specials if you no longer offering those items/services.

WEBSITE VS FACEBOOK: WHICH IS BETTER FOR YOUR BUSINESS?

As more small businesses are relying on social media as a marketing tool, you have to wonder: Are websites still necessary? Can social media carry your business message alone? It depends.

Facebook is extremely important for online marketing, however a website is still the best way to be found online. According to one study, at least 60 percent of people begin by using a search engine (Google, Yahoo, Bing, etc.) to find products they want. Google is still the king of search, especially for local businesses.

Here's a quick list of pros and cons for using each:

Social Media

PROS:

Secure

Built in audience

Able to directly interact with customers

Basically free

Another platform to promote your business (ie Facebook ads/boosted posts)

CONS:

Limited creativity with design

Algorithms reduce amount of exposure without paying for ads

To keep viable must consistently post

Website

PROS:

Customized to fit your business

Can contain more information

Can create a good first impression

Easier to find with a search engine

Ability to sell from your website

Unlimited creativity with how you project your business image

If designed well, can be used to build your customer database for direct communication

CONS:

Must provide your own security

Must drive traffic to the site

Takes time and money to establish and maintain

In a nutshell, **Google is where customers discover you. Social media is where they get to know you and stay connected.** They work better together.

Source: The Network Journal.

In 2020, TourismOhio started a campaign to support local shopping, dining and attractions. Take advantage of the power of [ohio.org](https://www.ohio.org) by creating a listing for your business. Ohio.org receives more than 5 million page views annually.

BEGIN AT <https://development.force.com/OhioListings/s/login/>

- Start your listing under **DESTINATIONS**
- Include up to 10 photos of your business/products to upload
- A description of your business (minimum 400 words)
- Website and social media links



QUESTIONS or NEED HELP? Call Amy or Marilou at 440.963.0772

...but can visitors find you here?

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.