



VERMILION
SMALL BUSINESS GUIDE

WINTER 22/23

www.mainstreetvermilion.org

Winter on Lake Erie

The sidewalks, beaches and parks have 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 from season to season, but our businesses do a great job standing out to visitors. This is reflected when we hear such lovely things from visitors like, "Wow this town really feels like a Hallmark Movie!" This helps make their visit to our Small Town on a Great Lake most memorable.

We hope this seasonal guide sparks some new Winter ideas!

Kate

Kate Repola
Executive Director

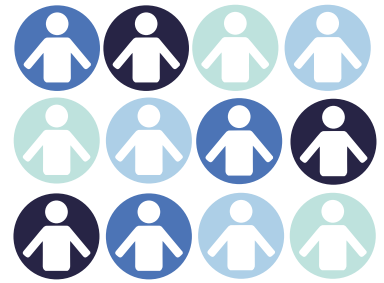
Amy

Amy Hoffman
Special Projects Coordinator



MAIN STREET VERMILION

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.

SCHEDULE OF EVENTS - 2022/2023

DECEMBER

2 Light Up Vermilion (MSV)

JANUARY

10 Vermilion Business Connection (MSV - 685 Main Street)

FEBRUARY 2023

4 Ice A Fair (MSV)

MARCH/APRIL

Look for details on Monday Mingles - coming soon! (MSV)

MAY

18 3rd Thursday Music (VCOC)

JUNE

15 3rd Thursday Music (VCOC)

16 - 18 56th Festival of the Fish (VCOC)

JULY

1, 8, 15, 22, 29 Market in the Park (MSV)

15 Vettevilion (Lake Shore Corvettes, Inc. Bob DiCarlo)

20 3rd Thursday Music (VCOC)

22 All Washed Up (MSV)

AUGUST

5, 12, 19, 26 Market in the Park (MSV)

5 Chalk it Up (MSV)

17 3rd Thursday Music (VCOC)

SEPTEMBER

9 Historic Walking Tour (MSV)

Rain date 9/16

21 3rd Thursday Music (VCOC)

OCTOBER

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

TBD Woollybear Festival (VCOC)

NOVEMBER

25 Small Business Saturday (MSV)

DECEMBER

1 Light up Vermilion (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!



DON'T GO INTO 2023 WITHOUT CONSIDERING THESE SMALL BUSINESS TRENDS

1. E-commerce and social commerce will continue to boom

- More than half of global internet users buy something online every week

2. Don't forget about brick & mortar

- 61% of shoppers still want to try products in person before buying

3. Safety is important to your customers

- You can protect your customers and build brand trust by doing the right things: using reputable payment providers, investing in fraud prevention tools, and installing a Secure Sockets Layer (SSL) certificate on your website

4. So is sustainability

- consumers from every generation are willing to pay more for sustainable products

5. Customer experience is still king

- Think of fun ways to personalize your in-store profile, such as hosting pop-up events. Online, it's about creating an immersive experience

Source: US Small Business Administration

In 2020, TourismOhio started a campaign to support local shopping, dining and attractions. Take advantage of the power of **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 at 440.963.0772 or email amy@mainstreetvermilion.org

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.