

Allegany Main St. & More

Dear Friends:

We would like to invite you to join our organization being formed in Allegany called Allegany Main St. & More. Our organization is a group of businesses in Allegany that have gotten together and meet every so often to try to brainstorm on how to bring more business and improvement to Allegany and the businesses in Allegany. We know how hard it is to get a business going, let alone the struggles to keep it going, so this organization is a GREAT way to help to market your business! Comradery can be an unknown key to success.....

Some of the ideas that the businesses in our organization have come up with to focus on are:

- 1) Revitalizing the streets and landscaping to bring a better curb appeal as people are driving and walking through Allegany. To have each business keep beautiful landscaping in front of it to attract potential customers to your business.
- 2) The Village of Allegany says that any business in Allegany can be linked to their website, which will help to bring potential business to your company.
- 3) Group advertising in the Times Herald, Radio, St. Bonaventure radio or newspaper, etc.
- 4) We have connections with St. Bonaventure University to have the college students intern with your business to help you with marketing, accounting, media, whatever you might need help in.
- 5) Have businesses do promotions for Alumni Weekend for Bonas (in June)
- 6) Other suggested ideas for Allegany are: - A River Walk, A 5K race, Weekly or Monthly Music in the Square nights, Comedy nights at bars & restaurants, a Holistic & Wellness event, a Boat Launch, & bring Bed & Bath Races back....
- 7) A Community Wide Yard Sale weekend is going to be Memorial Day Weekend (Friday, May 24th and Saturday May 25th), which will bring more people to Allegany that might not regularly come here, people who might be potential new customers to your business. Any resident can have a yard sale and any business can do sidewalk sales that weekend. Allegany, Main St, & More is having a HUGE banner that will be hanging from telephone poles.... as people drive through Allegany they will see this banner.

The organization is also inviting businesses to participate in having group drawings after the yard sales. How this will work is we are asking each business to donate something to be put into the drawings. (There may be 10 to 20 drawings depending on how many people donate) A basket with drawing tickets will be left at each business on Friday to hand out to customers. Each business will punch this ticket so customers will be able to take it to different businesses to enter each of their drawings. All business' names that are participating in the drawings will be put on the drawing tickets, which will also be good advertising for you. The drawing will be on Saturday the 25th. All of the information for having the Community Yard Sale and the drawings for the businesses is going to be given to the Olean Times Herald and an article will be put in the paper in the next week or so.....

Please Contact us for more information: Melissa Meyers.....373- 0326

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