Twice Is Nice
Shop Local Twice Each Month in Honeoye Falls & Mendon
About our Community

- Village of Honeoye Falls & Town of Mendon, NY in Monroe County
- 39.5 square miles
- Population of 9,152
- Rural Community
- Approximately 325 businesses
About the Chamber

- Service the Village of Honeoye Falls & the Town of Mendon
- 125 members
- Our goal is to unite our members, be an advocate for their business interest and enhance the quality of life in our community

- www.hfmchamber.org
History of Twice Is Nice

- Village of Honeoye Falls did not have sanctioned Economic Development Group
- Village reps and business leaders met informally to discuss ideas
- Twice is Nice was proposed by Village Board of Trustee Glen Clark
- Program was organic in its development and growth
- Ran 4 months
- Tabled program due to lack of resources
Program take-over by the Chamber

- Started out with some seed money from the Village of Honeoye Falls
- Expanded program to include the Town of Mendon
- Program needs to be self-funding- quarterly membership dues of $100.00
- Only Chamber members can participate
- Redesign of the Twice is Nice website www.twiceisnicehf.com
Member Benefits

- Email marketing to a list of 845 people who live, or have an interest in the area
- Business logo on the home page of the website www.twiceisnicehf.com
- Dedicated web page
- Window sticker
- Quarterly ad in a local newspaper
Sample Email Blast

Back to Twice Is Nice
View as a Webpage

SHOP LOCAL
TWICE IS NICE
TWICE EVERY MONTH
HONEOYE FALLS | MENDON

3rd Anniversary Prize Giveaways!
Step in the month of September to enter our weekly prize drawings.

The winners will be posted on our Facebook page.

Prizes include Nike sunglasses, Focus Dailies Contacts, Izod Sunglasses, CooperVision Contacts, Juicy sunglasses and more!

201 West Main Street, Honeoye Falls
585.582.6255

Thank you Honeoye Falls & Mendon for your business

www.visionsource-hfeyecare.com

COUNTDOWN
TO
The
Annual
Festival of Ales

Sept. 24th
12pm To 4pm
at CB’s Tasting Room

$3 Pints Festival Trivia
12 Sample Tasting Card $6

Visit us on Facebook or catch up with the latest market news on our website at www.HoneoyeFallsMarketPlace.com

Welcome to Your Market Place
A Market of Uncompromized Quality in a Place Close to Home
The Honeoye Falls and Mendon stores strive to provide a positive and quality centered shopping experience.

www.custombrewcrafters.com

MENDON MEADOWS MARKET PLACE
"A Market of Uncompromized Quality in a Place Close To Home"
Sample email blast

www.honeoyefallsmarketplace.com

CAROSA STANTON
ASSET MANAGEMENT LLC

PRIVATE INVESTMENT ADVISOR
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Mendon, NY 14506
Phone: (585) 624-3150
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www.bullfinchfund.com

This email was sent to you because you asked to receive updates and promotions from Twice is Nice. If you would like to unsubscribe from receiving emails like this in the future click the link below:
Cross Marketing Initiatives

- Promotion of the program on the Chamber, Town and Village websites [http://www.villageofhoneoyefalls.org/](http://www.villageofhoneoyefalls.org/)
- Links on member websites
- Social Media
- Members creating their own Twice Is Nice store ads
- Ads in local newspaper
Program Impact on the Community

- Community Calendar, www.hflmcalendar.com
- Pride in community
- Members are vested in the success of the community and one another
- Cross-promotional campaigns
- Less travel to purchase needed items
Cross Promotional Campaign

**All things Irish Whiskeys & Creams**

*Thursday, March 11th, 2010*
*5:30 pm - 7:30 pm*
*61 North Street, Honeoye Falls, NY*
*For more information call 585-624-4790.*

**JACK DANIEL’S NIGHT**

*Sponsored by Colonial Liquors*
*Hosted by The Rabbit Room*

**Colonial Liquor Presents**

*Meet the Jack Daniel’s Family*
*Thursday, November 4th, 2010*
*5:30-7:30pm*
*The Rabbit Room*
*61 North Main Street, Honeoye Falls, New York*
Future Goals for Twice Is Nice

- Expand program to non-members
- Redesign website to be a central resource for information on business and the community
- Utilize analytics to benchmark program success
- Garner more support from the Town of Mendon
Steps to launch your own shop local initiative

- Start small. Partner with your local Chamber/Town/Village
- Reach out to local business owners to gauge interest and gain buy-in
- Brand the program with a logo, slogan, icon etc
- Offer a few strong incentives to get the program off the ground
- Develop a self-supporting budget
Any questions?

About the presenters
Rene Ryan-Chamber President
Suzanne Wolf- Program Coordinator
585-234-2755
members@hfmchamber.org