



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

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 to 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](#)



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COUNTDOWN
TO *The* **Autumn**
FESTIVAL OF ALES
2011

Sep. 24th
12pm To 4pm
at CB's Tasting Room

\$3 Pints Festival Trivia*
12 sample Tasting card \$6

Wear any festival of ales shirt and be entered to win a free festival ticket
* WIN prizes including past festival posters, CB leather coasters, growler fills, and other great prizes
www.custombrewcrafters.com

www.custombrewcrafters.com

3rd Anniversary Prize Giveaways!

Stop in the month of September to enter
our weekly prize drawings.

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

The winners will be posted on our Facebook page.



201 West Main Street, Honeoye Falls
585.582.6255

Thank you Honeoye Falls
& Mendon for your business



www.visionsource-hffeyecare.com

Welcome to Your
MARKET PLACE

A Market of Uncompromised
Quality in a Place Close to Home.

The Honeoye Falls and Mendon
stores strive to provide a positive
and quality centered shopping
experience.

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



Sample email blast

www.honeoyefallsmarketplace.com

**CAROSA STANTON
ASSET MANAGEMENT LLC**



PRIVATE INVESTMENT ADVISOR

3909 RUSH-MENDON ROAD
MENDON, NY 14506

Phone: **(585) 624-3150**

CCAROSA@BULLFINCHFUND.COM

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

[http://lists.hfmchamber.org/mailman/listinfo/twiceisnice.](http://lists.hfmchamber.org/mailman/listinfo/twiceisnice)



[View it Now!](#)

GVPS Ad Sample

EASTWAY EDITION • SUNDAY, DECEMBER

SHOP LOCALLY
Support Our Community

SHOP LOCAL
TWICE IS NICE
TWICE EVERY MONTH
HONEY FALLS / MENDON

CAROSA STANTON
ASSET MANAGEMENT LLC
PRIVATE INVESTMENT ADVISER
3909 RUSH-MENDON RD.
MENDON, NY 14506
PHONE: (585) 624-3150
CCAROSA@BULLFINCHFUND.COM

BRIDGES
"I never knew a place like this existed".
3897 Rush Mendon Rd., Mendon, NY 14472
585-624-4550
www.bridgesofmendon.com

Irene S. Bennett
Associate Broker
585-389-4008
33 S. Main Street • Pittsford, NY
ibennett@nothnagle.com
Specializing in Honeoye Falls Mendon • Pittsford

Honeoye Falls Family Eyecare
Linn D. Goetz, O.D.
201 West Main St.
Honeoye Falls, NY
585-582-6255
www.VisionSource-HFFeyecare.com

Weider's Paint and Hardware
PRO Hardware
Stop in Today and "Ask a Pro"
Market Place Plaza 166 West Main St.
Honeoye Falls, NY 14472
(585) 624-1620

THE RABBIT ROOM
COME CELEBRATE
The Lower Mill
61 North Main St.
Honeoye Falls, NY 14472
(585) 582-1830 • www.thelowermill.com

Main Street Optical
Main Street Eyecare
at the 4 Corners of Honeoye Falls
585- 624-2122
Dr. Barry Kissack O.D.
www.drkissack.com

HONEOYE FALLS MARKET PLACE
Two locations to serve you
Honeoye Falls
166 West Main St.
585-624-1770
Mendon
51 Assembly Dr.
585-624-3920

Cross Marketing Initiatives

- Promotion of the program on the Chamber, Town and Village websites
<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

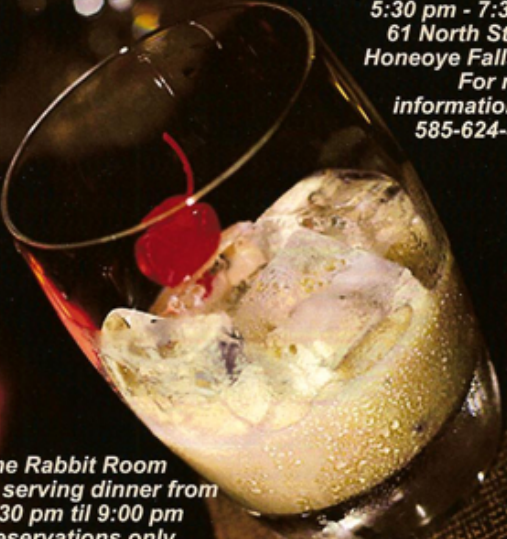
- Community Calendar, www.hflmcalendar.com
- Pride in community
- Members are vested in the success of the community and one another
- Cross-promotional campaigns
- Less travel to purchase needed items



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.



The Rabbit Room
is serving dinner from
5:30 pm til 9:00 pm
Reservations only
585-582-1830.

Sponsored by Colonial Liquors
Hosted by The Rabbit Room

JACK DANIEL'S NIGHT
SAVE THE DATE

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