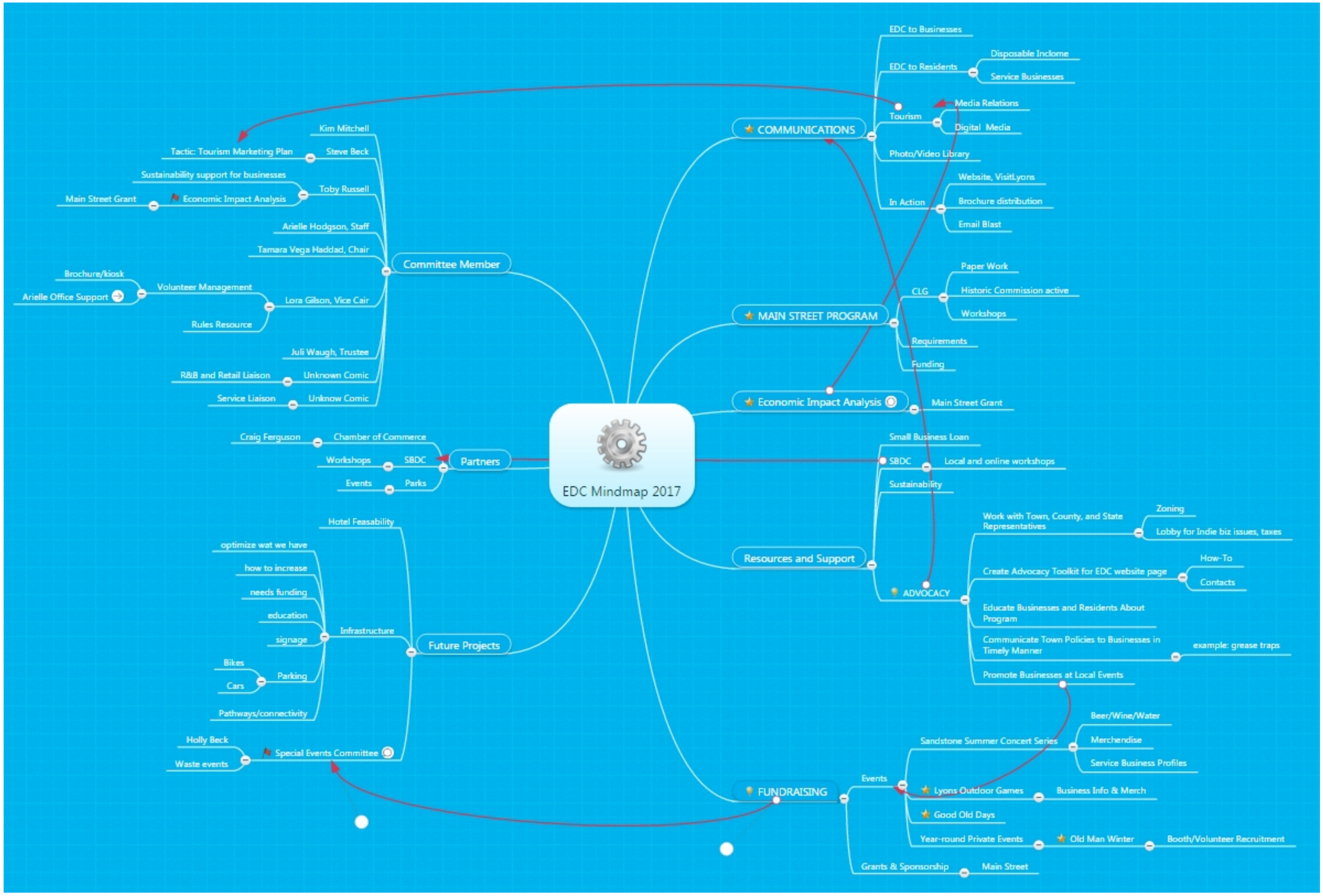
EDC Mindmap 2017
Committee Member
Kim Mitchell
Steve Beck
Tactic: Tourism Marketing Plan
Toby Russell
Sustainability support for businesses
Economic Impact Analysis
Main Street Grant
Arielle Hodgson, Staff
Tamara Vega Haddad, Chair
Lora Gilson, Vice Cair
Volunteer Management
Brochure/kiiosk
Arielle Office Support
Rules Resource
Juli Waugh, Trustee
Unknown Comic
R&B and Retail Liaison
Unknow Comic
Service Liaison
Partners
Chamber of Commerce
Craig Ferguson
SBDC
Workshops
Parks
Events
Future Projects
Hotel Feasability
Infrastructure
optimize wat we have
how to increase
needs funding
education
signage
Parking
Bikes
Cars
Pathways/connectivity
Special Events Committee
Holly Beck
Waste events
COMMUNICATIONS
EDC to Businesses
EDC to Residents
Disposable Inclome
Service Businesses
Tourism
Media Relations
Digital Media
Photo/Video Library
In Action
Website, VisitLyons
Brochure distribution
Email Blast
MAIN STREET PROGRAM
CLG
Paper Work
Historic Commission active
Workshops
Requirements
Funding
Economic Impact Analysis
Main Street Grant
Resources and Support
Small Business Loan
SBDC
Local and online workshops
Sustainability
ADVOCACY
Work with Town, County, and State Representatives
Zoning
Lobby for Indie biz issues, taxes
Create Advocacy Toolkit for EDC website page
How-To
Contacts
Educate Businesses and Residents About Program
Communicate Town Policies to Businesses in Timely Manner
example: grease traps
Promote Businesses at Local Events
FUNDRAISING
Events
Sandstone Summer Concert Series
Beer/Wine/Water
Merchendise
Service Business Profiles
Lyons Outdoor Games
Business Info & Merch
Good Old Days
Year-round Private Events
Old Man Winter
Booth/Volunteer Recruitment
Grants & Sponsorship
Main Street