



May 27, 2008

TO: Businesses –Museums - Chamber of Commerce & Merchant Organizations

FROM: Western Erie Canal Alliance

TOURISM DEVELOPMENT & TRAINING INITIATIVE PROGRAM

The Western Erie Canal Alliance is pleased to offer a workshop program designed for businesses along the Erie Canal. If you are interested in increasing your business through tourism and how the Erie Canal provides unique marketing opportunities, you will benefit from this exceptional training program. You are welcome to attend any of the programs that fit your schedule.

COST: This program is offered at **NO CHARGE**

PROGRAM OUTLINE: Two (2) part program –

- Owner/Managers – six (6) hour workshop
- Front-line Staff – two (2) hour workshop

***PLEASE NOTE RESCHEDULING**

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INFORMATION AND RESERVATIONS: Please contact Western Erie Canal Alliance: Joan Delaro, Project Manager, at 585-546-7029x32 or email. Reservations are required.

WORKSHOP SCHEDULE:

Owner/Manager

June 11-Lockport-Erie Canal Discovery Ctr.
215 Niagara St.
9:00AM to 3:00PM

***June 12** – Palmyra -Alling Coverlet Museum
122 William St.
9:00AM to 3:00PM

June 18-Medina Chamber of Commerce
433 Main St., Medina
9:00AM to 3:00PM

***June 19** – Spencerport Depot & Canal Visitor Ctr.
16 East Ave., Spencerport
9:00AM to 3:00PM

FRONTLINE STAFF

June 25-Lockport- Erie Canal Discovery Ctr.
215 Niagara St.,
4:00PM to 6:00PM

***June 26** - Palmyra- Alling Coverlet Museum
122 William St.,
9:00AM to 11:00AM

June 25-Medina Chamber of Commerce
433 Main St., Medina
9:00AM to 11:00AM

***June 26-** Spencerport Depot & Canal Visitor Ctr.
16 East Ave., Spencerport
4:00PM to 6:00PM

We apologize for any inconvenience caused by the rescheduling change for the Palmyra and Spencerport locations.

THE OWNER/MANAGER WORKSHOP WILL OFFER:

- How to tap into the visitor markets to grow your bottom line
- How the canal's history and attributes can contribute the success of your business
- The value added competitive advantage of doing business in a canal community
- How to create and implement a canal experience for the visitor

THE FRONTLINE STAFF WORKSHOP WILL OFFER:

- Understanding of the role of tourism and visitor behavior
- Their important individual role in the visitor experience
- Learn about the history & heritage of the canal to enhance the visitor experience
- Learn the importance of managing the moments of truths

This tourism development and training initiative program received funding from the 2006/2007 Erie Canalway National Heritage Corridor Grants program