



May 1st, 2021

Dear Seneca Falls Partner,

As members of the town-appointed, Seneca Falls Heritage Area Commission, we would love to partner with you for better engagement and increased traffic within our NYS designated Heritage Area for locals and tourists. We are tasked with increasing the recognition and celebration of Seneca Falls as one of 20 heritage areas within New York State. We would like to have better communication, coordinated events, and shared calendars, creating more connections within our community and to draw more visitors and customers into our spaces.

We have a tangible engagement campaign that we would like everyone to be a part of in some way: **First Fridays**. We are hoping that you will get involved with this project in any way that you see fit. Each First Friday of the month, from 5pm-8pm (see attached schedule), we hope to create a must-see event throughout Seneca Falls where each storefront, business, and organization will be represented by just being open, having music entertainment, a special sale, an artist, or a community table within our building, etc. This strategy has seen some traction in other communities, to bring people into town and spend money in Seneca Falls. When we know what you plan on doing for these special dates, we will put together PR and communications pieces about what can be found in Seneca Falls for each First Friday event.

In addition to First Friday participation, can you please send our Executive Director:

- A listing of events that your organization/business will be holding in 2021 or beyond. We will be posting all events on our website and social media. This should not only help get the word out in one more way, but also will be a reference for organizations to plan their events around what else is happening in town.
- A gift card or coupon that we can use as promotion within our heritage area on First Fridays.
- Do you have a suggestion for an event or know of a partner that we should be reaching out to? Please let us know.

Thank you in advance for your ongoing participation and partnership,

Seneca Falls Heritage Area Commission Members

Herb Holden, Linda McCully, Mary Grace, Jon Tonsoni, Christopher Wagner, and Rhonda Destino

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Seneca Falls Heritage Area Commission:

This Commission was re-established in 2020 as it has been in the town's charter since the merge of the town and village. The Commission was very active when it was within the Village's charter. Seneca Falls is one of 20 Heritage Areas in NYS and the Heritage and Tourism Center is its headquarters. Our mission is to create more attention for Seneca Falls and to celebrate its heritage.