

Daffodils and magnolia blossoms are signaling Spring's arrival in Old Lyme. It's also the time we get excited for the upcoming Summer season! Seasonal shops and food businesses are lifting their awnings, sweeping off the front step, and putting out their "OPEN" signs. It's a great indicator to all our businesses of the coming increase in customers and visitors.

## 1. Join the Celebration of Old Lyme Businesses

RSVP to attend *Bridging Businesses* on Wednesday, April 26 (5-7pm). The Lyme-Old Lyme and Old Saybrook Chambers of Commerce are joining forces to celebrate Old Lyme businesses and to let you know about upcoming regional networking and marketing opportunities.

- Learn more details at [OldLyme-ct.gov/336/Economic-Development-Commission](http://OldLyme-ct.gov/336/Economic-Development-Commission) and click on the Chamber Invite.



## 2. Add Your Summer Season Opening Date to the Calendar

Opening soon for the season? The EDC is publishing a listing of all Summer openings on its [ExploreOldLyme.com](http://ExploreOldLyme.com) website. Whether you are a food venue, garden center, or other seasonal business, let's add your business to the list!

- Email us at [EDC@oldlyme-ct.gov](mailto:EDC@oldlyme-ct.gov) to let us know your 2023 opening date, summer hours, and link info.

## 3. Join the Old Lyme Virtual Job Fair

Help wanted? Send us information on your open positions (including seasonal!) along with contact information or a link, and we will include your Old Lyme business or organization in our May 2023 Virtual Job Fair, which will be found on the Town website and promoted to local media and social media.



## 4. Reach Midsummer Festival Visitors

Take advantage of the 3,000+ visitors to the July 29th Midsummer Festival on upper Lyme Street.

- Email us at [EDC@oldlyme-ct.gov](mailto:EDC@oldlyme-ct.gov) by June 15 to promote a special Festival sidewalk sale or discount.
- Drop off to Town Hall by July 25th brochures or business cards for display at the EDC's Festival booth.

## 5. Increase Your Reach to State Vacationers and Visitors

If you are a tourism-related business, restaurant, inn, attraction, or event organizer, you are a Connecticut tourism partner! Create a free listing on [CTvisit.com](http://CTvisit.com) and learn the latest opportunities to promote your business to Connecticut visitors and tourists. Learn more at [Partners.ctvisit.com](http://Partners.ctvisit.com).

## 6. Point Visitors to ExploreOldLyme.com

Let's keep visitors local! If you have gallery visitors looking for lunch, or lunch visitors looking for something else to do, send them to [ExploreOldLyme.com](http://ExploreOldLyme.com) for places to walk, shop, dine, kayak, experience art, and more!

- Add a window decal with the Explore Old Lyme QR Code to your entrance; request one by emailing us at [EDC@oldlyme-ct.gov](mailto:EDC@oldlyme-ct.gov).
- Email us as well for distribution copies of our Explore Old Lyme business card or post card with the same QR code.

## 7. Get the Word Out On Your Opening or Expansion

About to expand or open a new business? Consider adding an EDC Ribbon Cutting ceremony to your promotion effort. Town officials will join your local fans in celebrating the opening and will promote the event to local media.



Ribbon Cutting @ Papi's Taqueria



# explore OLD LYME

## 8. Know You are Serving Safe

Are you a food venue with a Certified Food Protection Manager on staff? The CT Restaurant Association offers in person and online classes to meet the State requirement for certification. The next local in-person class is April 25th in East Lyme. These classes fill up early so sign up soon! You can also enroll your staff in online ServSafe Alcohol, ServSafe Allergens, and ServSafe Workplace courses through the CT Restaurant Association. Enroll for any of these courses at <https://www.ctrestaurant.org/servsafe.html>



Patio dining @ The Old Lyme Inn

## 9. Know About Free Law Advice for Artists

Are you an artist or do you have artist clients? The Connecticut Office of the Arts (COA) has partnered with the Arts & Business Council of Greater Boston to develop and implement a Volunteer Lawyers for the Arts (VLA) service program for the arts sector across Connecticut. The Connecticut Volunteer Lawyers for the Arts will provide legal services, advice, and educational programming to artists, creative entrepreneurs, and arts organizations throughout Connecticut. Learn more at [https://portal.ct.gov/DECD/Content/Arts-and-Culture/Programs\\_Services/Volunteer-Lawyers-for-the-Arts](https://portal.ct.gov/DECD/Content/Arts-and-Culture/Programs_Services/Volunteer-Lawyers-for-the-Arts)



Old Lyme Marina

## 10. Stay in the Know

The EDC is actively building a mailing list of Old Lyme business owners and entrepreneurs. Be sure to find out the latest opportunities available to you with our seasonal updates (like this!) and other key updates relevant to business in Old Lyme.

- Join the mailing list by contacting us at [EDC@oldlyme-ct.gov](mailto:EDC@oldlyme-ct.gov)
- Sign up for NotifyMe on OldLyme-CT.gov. Check off alerts you would like to receive including EDC Updates.

**The Old Lyme Economic Development Commission (EDC) works to support economic investment and revitalization of existing businesses while attracting new commerce and cultural opportunities complementing the true spirit and character of the community, resulting in long-term employment and a diversified economic base further benefiting the quality of life for all who live in and visit Old Lyme.**

**Learn more at [OldLyme-CT.gov](http://OldLyme-CT.gov) about our all-volunteer, nine-member Economic Development Commission.**



### Marketing Tip:

Promoting your business on social media? Industry experts report better results when promoting *experiences your audience can have* rather than *destination features*.

As an example, food venues can connect with their social media followers with *experience* posts (and images) about friend get-togethers, family celebrations, or great date nights at their restaurant.

Think about and capture the great experiences your future customers will have when they visit your business or visitor destination.



Studio 80+ Sculpture Grounds (Photo: Sean Flynn)