

## ASSESSMENTS AND SUGGESTIONS

### LAKE ERIE STATE PARK

A gorgeous park and a very popular camping site. The park was immaculate and obviously well maintained.

Suggestions:

1. Develop a photo library and showcase the park. Market the facilities to visitors already there to increase reunions and SMURF market organizations: Social, Military, Union, Religious, Fraternal organizations.
2. We saw the lakefront facilities (bottom right), but had no idea whether these are park offices, or a facility that can be rented out for gatherings. Consider putting a kiosk in the lawn area that promotes the building and facilities if they are available for rent.
3. Would the State Park system allow the park to place a visitor information kiosk somewhere near the campground where visitors could grab a copy of the Chautauqua County Travel Guide? Might be a good opportunity to entice people to explore the county spending some time away from the park.





## ASSESSMENTS AND SUGGESTIONS

### BARCELONA HARBOR

Another gem. There didn't seem to be places for visitor to spend money, but the scenic vistas, alone, make it worth a stop.

Suggestions:

We stopped by on two occasions, about a week apart and both times the brochure holder (bottom right) on the map kiosk was empty. Keep this stocked with brochures. Without any information we had no idea whether there was anything to do, or places to spend money at the Harbor.

Consider adding an interpretive sign explaining the ship, shown below. There must be a story here worth being told.





## ASSESSMENTS AND SUGGESTIONS

### Suggestion

We noted the marina and the harbor office (bottom left) but were unsure if this place sold beverages or food, or was simply an office for the Harbor. If it does have something to sell or offer, include it on some signage, which could be mounted in the lawn area, this side of the building.

The lighthouse is a beautiful landmark, but we could find no information about it. Does it still operate? Is it open for viewing? What is its history? This might be another good story worth telling.

The shoreline is spectacular here. Can a visitor rent a boat? Are there boat tours in the area? While here is there anyplace we can spend some time and money?

Provide and promote activities to do while at the harbor. Install interpretive signage. The longer you get people to stay, the more they will spend.





## ASSESSMENTS AND SUGGESTIONS

### JAMESTOWN AUDUBON SOCIETY

Birding is one of the fastest growing hobbies in the U.S. A great educational opportunity for both visitors and locals alike.

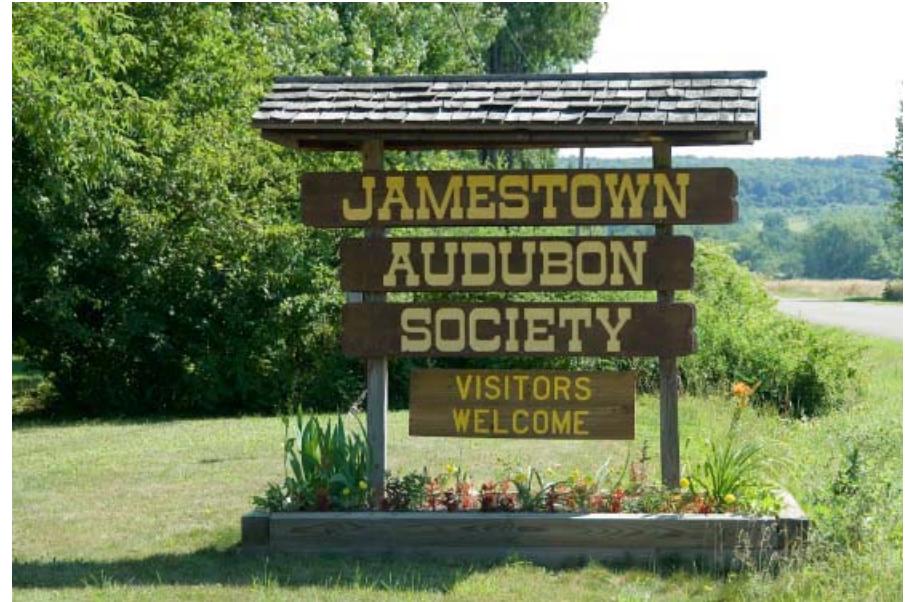
Suggestion: Tie to the Chautauqua Institution. Cross market with other local museums and non-profit organizations. Keep up the great work.

This is an exceptional facility, easily worth a day trip from other points throughout the county. While primarily a diversionary attraction for visitors, this facility does a great job of both educating and engaging visitors.

Suggestion: Have the map (upper left) available as a handout for those walking the trail and exploring the site.

Also provide an exterior "donation box" for visitors who have walked the ground and would like to contribute to the effort.

Finally, we were confused as to whether this is the Rogery Tory Peterson Institute, the Audubon Nature Center, or headquarters for the Jamestown Audubon Society. We assumed that they are all one and the same. Be consistent with the name. Promote the experience (nature center) over the society.





## ASSESSMENTS AND SUGGESTIONS

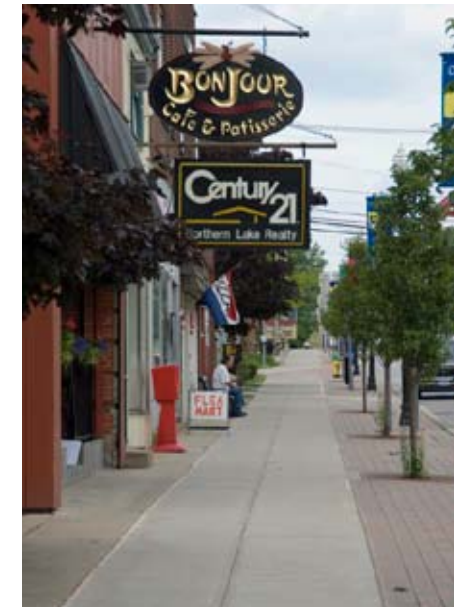
### MAYVILLE

The location couldn't get much more scenic than this charming little town on the shores of Lake Chautauqua. The welcome or gateways signs could use some improvement (top right). Consider signage along the lines of Westfield or Silver Creek.

Mayville has some beautiful architecture, but like other towns in the county, is still short on critical mass. There are several restaurants, but it was hit and miss on when they are open or for what meals. The town is short on destination retail shops, but has terrific ambiance and overall appeal.

Once again, merchants need to soften the transition between sidewalks and building facades by adding planters, hanging baskets, benches, and extending window displays to exterior spaces.

Suggestion: Consider size limits on the blade signs. The Century 21 is out of scale with this intimate downtown and could still be very effective if reduced by a full third.





## ASSESSMENTS AND SUGGESTIONS

### Suggestions

1. As noted on the previous page, the County Grill would be much more inviting if there were planters and hanging baskets, or even outdoor dining with Catalina umbrellas.

2. Mel's Bakery has attractive signage, but it's unclear as to when it's open. Instead of "Closing 2:00 pm Mon-Sat" consider "Open Monday through Saturday for breakfast and lunch, Closed on Sundays." Even though the open sign was lit, we were hesitant to go in. It simply isn't as inviting as it could be. The exterior is very stark and plain.

The architecture provides a good first impression of the town, but the "soft-scape" is what pulls customers into the shops. They MUST be friendly and inviting. Look at the example below, in Grass Valley, California. Does it make you want to go in?

Emulate this and you'll see your retail sales grow.





## ASSESSMENTS AND SUGGESTIONS

### Suggestion

Avoid plastic banners if at all possible. It detracts from the historic ambiance and reduces the town to a “garage sale” look and feel. Banners can be used for promoting special events, but should never be used beyond a two-week period.

This particular shop (top right) has little curb appeal, weeds are growing between the sidewalk and building, and the windows are cluttered with posters and fliers. The dull gray color does little to entice people in.

Mayville, so close to the Red Brick Farm and the Chatauqua Institution, should continue the trend of beautification. Instead the town’s commercial downtown area is drab (below) and stark.

Sisters, Oregon, a town of 1,100 residents, stepped up its beautification efforts (bottom right) and with the necessary critical mass now boasts the highest per capita retail sales of any city in the state of Oregon. It’s nearly a four hour drive from the nearest metropolitan area of Portland.





## ASSESSMENTS AND SUGGESTIONS

### Suggestion

The examples shown on this page show a pizza restaurant (top right) located in Door County, Wisconsin. Notice how colorful and inviting it is. While this might not be a good fit for historic Mayville, it demonstrates the power of curb appeal.

The town of Ellensburg, Washington (population 7,000), has businesses adopt corner gardens (bottom two photos). They buy plantings together, and businesses adopt and maintain the gardens closest to their businesses.

Get your garden clubs involved. They can be a great ally in creating an outstanding destination. Have volunteers help water gardens. Get a John Deere tractor and a trailer with a fiberglass drum on the back that can be filled with water and have people take turns watering the landscape barrels, planters, hanging baskets, and street trees.

People love hanging out in beautiful places and that translates to increased spending.





## ASSESSMENTS AND SUGGESTIONS

### Suggestion

Mayville's waterfront is stunningly beautiful. The House on the Hill should have a permanent sign installed. The one, shown top right, looks like a temporary sign, and doesn't fit the architecture of the building or town. This is a great restaurant, by the way.

The Watermark is also very good and you simply can't beat the setting. The sign, however (bottom right) leaves a lot to be desired. We had a difficult time determining the operating hours. Can you read them?

Hopefully, a new permanently installed, decorative marquee sign has already been ordered.





## ASSESSMENTS AND SUGGESTIONS

### Suggestions

1. The structure, shown bottom left, looks like it use to be a railway station. Is it a museum? Offices? If it's a museum, add some signage. If its merely an office building, consider adding an interpretive sign for the building and the lighthouse behind it.
2. Once again, avoid the use of plastic banner (top right) - particularly in such a beautiful area. Add hanging baskets between upper story posts.
3. The shops at the Red Brick Farm use great signage (note the Gourmet Shoppe sign, bottom right) and pole banners that are used for teasers to pull customers in. The grounds are beautiful as well.





## ASSESSMENTS AND SUGGESTIONS

### Suggestion

The Red Brick Farm, one of the county's best attractions, has a horrible first impression due to the plethora of temporary and poorly designed signs, which totally eliminate the otherwise outstanding landscape. There are seven signs here and it's impossible to read them all while driving past.

Consider one nice, decorative readerboard that will promote all the businesses. Then add wayfinding to the signage to reduce the number of signs.

Once on the grounds, it's an outstanding destination. The ice cream shop (below left) can use some hanging baskets and planters, but is a terrific shop. Walking the grounds is a great experience (bottom right).





## ASSESSMENTS AND SUGGESTIONS

### Summary

In a nutshell, Mayville has a tremendous opportunity to tap into more than 500,000 visitors a year at the Institution. There is a good cross-participation with visitors to the Institution and Mayville's restaurants, and the Red Brick Farm.

Suggestion: Promote the private businesses (your anchor tenants like the Red Brick Farm.) You must jettison the generic. The town of Ottawa, Illinois is located approximately 1.5 hours south of Chicago and is the gateway community for the state's most popular state park, Starved Rock, which sees nearly 2.5 million visitors a year.

The town used billboards promoting the town (unique shops and restaurants) and placed lots of advertising to entice people to spend some time in Ottawa on the way to or from the state park. For the most part, their efforts were wasted.

Then they discovered the power of promoting specifics - like travel writers do. They found 18 businesses, a mix of dining, shops and activities, that folks in Chicago couldn't get closer to home and that were highly rated. They convinced each of them to buy into a public/private Activities Guide, each spending \$400 to be a part of the Guide. With those funds they printed 20,000 copies and distributed them to park visitors and even local residents.

By promoting specific things to do, places to eat, shops to visit, the town has seen retail sales - and overnight stays jump. A sample of the Guide is shown on the following page.

The reason more than 47 million Americans subscribe to travel publications (Travel & Leisure, National Geographic Traveler, Conde Nast Traveler, AAA publications, Outside, to name a few) is the the pure fact that they promote specifics, not generalities. The communities in Chautauqua County need to follow suit.

Don't let local politics or memberships kill you marketing efforts. You must promote specifics, not generalities. You simply can't be all things to all people. By the way, other shops in Ottawa saw their sales increase as well. Once there, travelers will also visit neighboring shops.





ASSESSMENTS AND SUGGESTIONS

**starved rock area**  
activities guide

**YOUR GUIDE TO NATURE'S SPLENDOR**

**OUTDOOR ADVENTURES**

**HOMETOWN COOKIN'**

**FAMILY FUN**

**HISTORIC TREASURES**

**RARE FINDS**

www.enjoythecalicoounty.com

**TWO SISTERS CANDY & GIFTS**

101 Lakeshore Drive, Ottawa  
Open: Mon-Fri, 10am-5pm, Sat 10am-4pm  
(613) 433-4438

Two Sisters Candy & Gifts, a Candy Boutique from Ottawa, invites you to step in and indulge yourself with some of their own chocolates, truffles, Confections and Fudge.

Confection Truffles from Ottawa, presented in attractive and beautiful gift boxes, come in just about every size and shape you will find. For a truly unique gift, order a custom bagged treat with your own name and directions. Every bag is personalized for you, so we're all alike.

This is an unusual experience you can enjoy. Let the Ottawa Truffles Recipe company take you back to a time when life was simple and the good ol' days were a lot of fun. Order a box of treats and an Ottawa Truffles treat to the Ottawa Truffles Recipe company.

101 Lakeshore Drive, Ottawa  
Open: Mon-Fri, 10am-5pm, Sat 10am-4pm  
(613) 433-4438

OTTAWA

**THE POPCORN WAGON GOURMET POPCORN**

Washington Park, Ottawa  
Open: Wednesday-Sunday, 12pm-5pm  
10am-4pm  
438-1646

The aroma of fresh popcorn is irresistible. The popping and sizzling sounds, overflowing the popcorn, helps practically make the popcorn real!

You just grab, grab, grab!

This popcorn stand has been existing since 1979. The Popcorn Wagon is based in a National Landmark.

This is an unusual experience you can enjoy. Let the Ottawa Truffles Recipe company take you back to a time when life was simple and the good ol' days were a lot of fun. Order a box of treats and an Ottawa Truffles treat to the Ottawa Truffles Recipe company.

101 Lakeshore Drive, Ottawa  
Open: Mon-Fri, 10am-5pm, Sat 10am-4pm  
(613) 433-4438

OTTAWA

**UPTOWN GRILL CONTEMPORARY CUISINE**

1147 Somerset Street, Ottawa  
(613) 238-1246  
(613) 238-1842  
Open: Mon-Fri, 11am-11pm, Sat, Sun, 11am-11pm  
www.uptowngrill.com

The most diverse menu in the area and we are all about the wine. Please bring your wine friends. The food menu will take the high road. We pride ourselves on a fresh and innovative menu that changes daily and includes house made desserts. Because all of our meals are light and so is the house, you will find a better work environment in the area.

In addition to the relaxing music and atmosphere in your dining room, we offer several outdoor dining areas and a private party room. Our private banquet facility accommodates over 100 people and is perfect for both social and corporate events.

1147 Somerset Street, Ottawa  
Open: Mon-Fri, 11am-11pm, Sat, Sun, 11am-11pm  
(613) 238-1246  
(613) 238-1842

LANSLE

**HEGELER CARUS MANSION TOURS**

1147 Somerset Street, Ottawa  
Open: Wednesday-Sunday, 12pm-5pm  
(613) 238-1842  
Suggested donation: \$7.50 adults, \$5  
www.hegelercarus.ca

This Mansion, built in 1876, has been meticulously restored to its original glory. Before the restoration of this house, it was known as the "Edwards House" and was owned by Edward Hegeler, who founded the largest sawmill in the United States. He later donated the house to the Carus family, who later donated it to the City of Ottawa. The mansion was designed by architect W.W. Burges and interior designer Augustus Post.

From Ottawa take off Route 17 south to Lakeshore Drive, turn right at the intersection of Lakeshore Drive and Somerset Street. The mansion is located on the left side of the road. Street parking available on both Somerset Street and Lakeshore Drive.

1147 Somerset Street, Ottawa  
Open: Wednesday-Sunday, 12pm-5pm  
(613) 238-1842

LANSLE

**JEERAMIAH JOE SPECIALTY COFFEE**

817 Lakeshore Drive, Ottawa  
Open: 7 days a week, 9am-6pm  
Weekend hours apply, 9am-5pm  
(613) 434-3587

Jeremiah Joe Coffee has been roasting since 1994 with a focus on the quality of the coffee beans. We have a large selection of specialty coffees and a full service cafe. We are currently seeking a full-time barista/coffee maker to join our team. The ideal candidate will have 1-2 years of experience in a specialty coffee shop. We offer a competitive salary and benefits package. If you are interested, please send your resume to: hr@jeremiahjoe.com

817 Lakeshore Drive, Ottawa  
Open: 7 days a week, 9am-6pm  
Weekend hours apply, 9am-5pm  
(613) 434-3587

OTTAWA

**SKYDIVE CHICAGO SKYDIVING**

2715 J. Robinson Road, Ottawa  
Open: 7 days a week, 9am-6pm  
Weekend hours apply, 9am-5pm  
(613) 433-0000  
www.skydivechicago.com

Only at Skydive Chicago will you receive the best in tandem skydiving. Skydive Chicago is the only skydiving center in the Ottawa area. We offer a variety of skydiving experiences for all ages and skill levels. Our experienced instructors will ensure a safe and enjoyable skydiving experience. We offer a variety of skydiving packages, including tandem skydiving, solo skydiving, and skydiving with a parachute. We also offer a variety of skydiving accessories, including jumpsuits, helmets, and goggles. If you are interested, please contact us at: (613) 433-0000

2715 J. Robinson Road, Ottawa  
Open: 7 days a week, 9am-6pm  
Weekend hours apply, 9am-5pm  
(613) 433-0000

OTTAWA

**RIVER ADVENTURES, INC. CANOE & BIKE RENTALS**

2215 Lane 190, Ottawa, Ontario  
Open: 7 days a week, April-October  
Website: www.riveradventures.com  
(613) 431-2142

Get away from it all without leaving the city. Rent a canoe or bike from River Adventures, Inc. and enjoy the beautiful Ottawa River. We offer a variety of canoe and bike rentals for all ages and skill levels. Our experienced instructors will ensure a safe and enjoyable experience. We offer a variety of canoe and bike packages, including tandem canoeing, solo canoeing, and bike rentals. We also offer a variety of canoe and bike accessories, including paddles, life jackets, and helmets. If you are interested, please contact us at: (613) 431-2142

2215 Lane 190, Ottawa, Ontario  
Open: 7 days a week, April-October  
(613) 431-2142

OTTAWA

**JJ'S PUB BAR & GRILL**

104 St. Mary Street, Ottawa  
Open: Mon-Fri, 11am-11pm, Sat, Sun, 11am-11pm  
(613) 431-1816

As you walk through the door at JJ's you will be greeted by the beautiful view of the Ottawa River. The building was built in the late 1800s and has been restored to its original glory. We offer a variety of pub food and drinks, including burgers, sandwiches, and pizza. We also offer a variety of pub entertainment, including live music and pool. If you are interested, please contact us at: (613) 431-1816

104 St. Mary Street, Ottawa  
Open: Mon-Fri, 11am-11pm, Sat, Sun, 11am-11pm  
(613) 431-1816

OTTAWA

**DÈJÀ VU HOME & GARDEN BOUTIQUE**

211 Lakeshore Drive, Ottawa  
Open: Monday-Saturday, 10am-6pm  
(613) 434-3538

Experience the unique charm of Ottawa's historic architecture with Déjà Vu Home & Garden Boutique. We offer a variety of home decor and garden accessories, including furniture, lighting, and plants. Our experienced staff will ensure a safe and enjoyable shopping experience. We offer a variety of home decor and garden packages, including furniture, lighting, and plants. We also offer a variety of home decor and garden accessories, including furniture, lighting, and plants. If you are interested, please contact us at: (613) 434-3538

211 Lakeshore Drive, Ottawa  
Open: Monday-Saturday, 10am-6pm  
(613) 434-3538

OTTAWA

**OTTAWA RIVERBOAT CO. RIVER CRUISES**

1000 Somerset Street, Ottawa  
Open: Wednesday-Sunday, 12pm-5pm  
(613) 238-5772  
1000 Somerset Street, Ottawa  
(613) 238-5772

The Ottawa Riverboat Co. offers a variety of river cruises for all ages and skill levels. Our experienced crew will ensure a safe and enjoyable experience. We offer a variety of river cruise packages, including sightseeing, dining, and entertainment. We also offer a variety of river cruise accessories, including life jackets and helmets. If you are interested, please contact us at: (613) 238-5772

1000 Somerset Street, Ottawa  
Open: Wednesday-Sunday, 12pm-5pm  
(613) 238-5772

OTTAWA

**WEBER HOUSE & GARDEN COTTAGE TOURS**

1000 Somerset Street, Ottawa  
(613) 432-6327  
Address: 50 Adams St. Station  
Open: 7 days a week, 10am-5pm  
www.weberhouseandgarden.com

The Weber House & Garden Cottage Tours offer a unique and informative experience. We offer a variety of cottage tours, including sightseeing, dining, and entertainment. Our experienced staff will ensure a safe and enjoyable experience. We offer a variety of cottage tour packages, including sightseeing, dining, and entertainment. We also offer a variety of cottage tour accessories, including life jackets and helmets. If you are interested, please contact us at: (613) 432-6327

1000 Somerset Street, Ottawa  
(613) 432-6327

STRATHORN

**STARVED ROCK LODGE & CONFERENCE CENTER**

170 St. John's Road, Ottawa  
Open: 7 days a week, 9am-6pm  
(613) 987-5211

Starved Rock Lodge & Conference Center offers a variety of lodging and conference services. We offer a variety of lodging packages, including sightseeing, dining, and entertainment. Our experienced staff will ensure a safe and enjoyable experience. We offer a variety of lodging packages, including sightseeing, dining, and entertainment. We also offer a variety of lodging packages, including sightseeing, dining, and entertainment. If you are interested, please contact us at: (613) 987-5211

170 St. John's Road, Ottawa  
Open: 7 days a week, 9am-6pm  
(613) 987-5211

OTTAWA

**AUGUST HILL WINERY**

170 St. John's Road, Ottawa  
Open: Friday-Sunday, 12pm-5pm  
Weekend hours apply, 12pm-5pm  
(613) 987-5211

August Hill Winery offers a variety of wine and food experiences. We offer a variety of wine and food packages, including sightseeing, dining, and entertainment. Our experienced staff will ensure a safe and enjoyable experience. We offer a variety of wine and food packages, including sightseeing, dining, and entertainment. We also offer a variety of wine and food packages, including sightseeing, dining, and entertainment. If you are interested, please contact us at: (613) 987-5211

170 St. John's Road, Ottawa  
Open: Friday-Sunday, 12pm-5pm  
Weekend hours apply, 12pm-5pm  
(613) 987-5211

OTTAWA

**Starved Rock Area Activities Guide**

170 St. John's Road, Ottawa  
(613) 987-5211

The Starved Rock Area Activities Guide is a comprehensive guide to the area's recreational activities. It offers a variety of activities, including sightseeing, dining, and entertainment. Our experienced staff will ensure a safe and enjoyable experience. We offer a variety of activities, including sightseeing, dining, and entertainment. We also offer a variety of activities, including sightseeing, dining, and entertainment. If you are interested, please contact us at: (613) 987-5211

170 St. John's Road, Ottawa  
(613) 987-5211

OTTAWA



**ASSESSMENTS AND SUGGESTIONS**

**JAMESTOWN**

As in many of the other communities, Jamestown is home to some outstanding architecture - perhaps even more grand than most. But, historic downtowns, in themselves, are not a primary draw to a city, but part of the ambiance - the stage.

Like Dunkirk, we had a difficult time finding attractions and amenities. While finding downtown was relatively easy, we didn't get a sense of place as to where the core downtown districts were or whether or not there were visitor activities downtown. There is virtually no wayfinding, so in order to assess the downtown area, we parked at the top of the hill, and walked back and forth on every street until we got to the river, seeing what there was, if anything, that would cater to visitors.

Many of the buildings, like those shown on this page, should create a great opportunity for creating a walking tour of the town's historic structures. At first we saw little in the way of things to do that would keep us in Jamestown for more than an hour or two. There were a few surprises in store.





## ASSESSMENTS AND SUGGESTIONS

### Suggestion

The parking situation in Jamestown is confusing. There is public parking, which is fine, then there is 30 minute parking, two hour parking, free parking with lots of rules, metered parking, and odd/even month and odd/even day parking, which we never were able to figure out. We saw signs (top right) with no standing from 2:00 to 7:00, but on the other side of the sign there is no standing at any time. Is all this really necessary?

Simplify the parking and spending will increase. Consider a change and/or credit card machine at the metered lots in case folks don't have a pocket full of quarters.





## ASSESSMENTS AND SUGGESTIONS

### Suggestion

Once we started walking downtown we came across a beauty salon with magazines in the window (top right) showcasing Lucy and Desi Arnaz. The more we walked, the more we saw until we realized that this must be Lucy's hometown.

One of the country's most beloved television personalities, and timeless (our 20 year old daughter LOVES Lucy), it's amazing that she isn't more "front and center" throughout Jamestown.

As we walked the town we came across the gift shop (bottom center), but didn't know if this was just a gift shop or also a museum.

A note for downtowns: We did note the "discover downtown" posters (bottom right) but caution cities about promoting a promise unless you can deliver. We "discovered" downtown, but weren't quite sure what there was to discover. We saw little in the way of restaurants, destination retail shops, and activities. In fact, after business hours and on weekends, downtown seemed empty of people or evening entertainment.





## ASSESSMENTS AND SUGGESTIONS

### Suggestion

Do everything you can to avoid using the words “No public restrooms” (top right). Instead, tell people WHERE they can find restrooms. This is critical to promoting downtown. During our assessment we had to leave downtown to find restrooms. For most visitors they would simply move on.

During the “assessment walk” we came across the Desilu Playhouse, as well as some terrific murals, like the one shown, bottom right. Lucy’s show is so well ingrained in the minds of fans, that it was an instantaneous recognition of the very episode the mural was taken from (the chocolate factory).

We weren’t too sure if the Desilu Playhouse is still operating or if there are upcoming performances, or if it’s even a performing arts venue. There was no interpretive signage telling the story of the playhouse, nor was there any information about what it is or of any upcoming performances.





## ASSESSMENTS AND SUGGESTIONS

### Suggestions

There was also the Little Theater, which was only promoting Joseph and the Amazing Technicolor Dreamcoat, which ran two months prior to our assessment. There was nothing noting whether or not there are any coming attractions, or if the theater is only open for the two weeks each May.

We found other murals with instant recognition to episodes.

1. Develop a Lucille Ball Walking Tour of downtown Jamestown, pointing out the sites for murals or places Lucy perhaps frequented while living in the community, right down to the high school. Tell her story all over town with little snippets and teasers. If there is one, develop a visitor information center or kiosk where they can be picked up.
2. Add additional murals, interpretive signs telling the story of Lucy's childhood in Jamestown. Make the "Lucy experience" a day-long or even a half-day activity. This will translate to increased spending at restaurants, gift shops and retail shops.





## ASSESSMENTS AND SUGGESTIONS

### Suggestion

We saw two kiosks that could be used for visitor information (top right, bottom left) While neither is particularly attractive, they could be painted and brochure distribution added to each. Instead of advertising posters, consider a calendar of events or even a downtown map showcasing sites worth visiting.

While walking downtown, we accidentally found the actual Lucille Ball Museum. We were somewhat disappointed that it was the smallest of all the Lucy attractions, but we did come back to visit the museum, which is very nice.

It was extremely disappointing to find out that the *I Love Lucy* television show can not be shown, not even scenes from key episodes, in the museum. Nor can you purchase DVDs of the original show. But regardless, the museum offers a great insight to this amazing personality.

One thing that was mystifying is why all the Lucy/Desi attractions are so disjointed and don't seem to be working together to make Jamestown's brand revolve around her. Each didn't seem to know what the others were doing, and none cross-sold to other Lucy attractions.

This legacy can become an incredible brand-building opportunity for Jamestown, and can make the city a major destination for visitors from around the world. In speaking with visitors at Niagara Falls, I asked several if they had been to Jamestown, an hour or so away, where Lucille Ball grew up and a community she visited and promoted as an adult. Every person we spoke to had no idea, and all were willing to make a day trip from the falls to Jamestown to see where she lived and grew up. This is an opportunity most towns would die for.





## ASSESSMENTS AND SUGGESTIONS

### Suggestion

The only wayfinding sign we found in Jamestown, was the very small “museum” sign, shown on the post to the right. We only noticed it the third time walking past, and never noticed it from the car. But at least someone took the effort to try and connect the Little Theater to the museum, which is hidden away on a side street.

Imagine, if you will, a major museum that would perhaps have three or four small theaters, each showing episodes of the Lucille Ball Show, or clips from her past, full of memorabilia, with a combined gift shop. Currently, if you go to the museum, but want to see stage props and the sets, you have to go to a different location.

If you want gifts, you can get some items at the Museum, or you can go to yet another retail store for a little larger selection.

The community should come together to make the “brand” pervasive and obvious throughout the town, and should add even more murals showing scenes from the show. How about the stomping the wine grapes episode? What a great tie to the Chautauqua Wine Trail.

There are dozens of things that could be done, inexpensively, to promote Lucy’s heritage. The more you have, the further people will come and the longer they will stay.





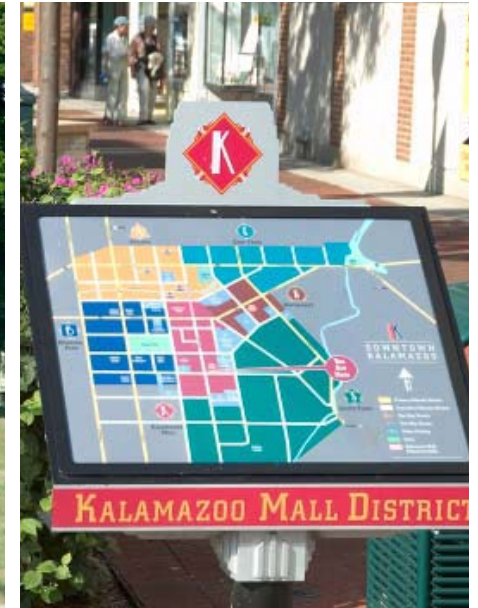
## ASSESSMENTS AND SUGGESTIONS

### Suggestion

We did find some wayfinding, eventually, at the JCC Campus (near right). Once we found the campus, we noticed nice gateways (we found none for Jamestown), and a site map for the campus.

Jamestown has several different districts and perhaps these can be identified and promoted using maps like the one shown, top right, used in Kalamazoo, Michigan. It showcases their civic center district, mall district (shopping), theater district, and entertainment district.

This will help both locals and visitors find the businesses that cater to them. This will also determine the direction for each district in terms of business mix. With two hotels downtown, the opportunities to create districts can improve nightlife, connect the dots between each district, and will get businesses and property owners in each district working together to create a common vision to what they want to be in five, ten, 15 years.





## ASSESSMENTS AND SUGGESTIONS

### Summary

Jamestown has a tremendous opportunity to tap into Lucy and Desi heritage as a brand. There may be no television star as well known, world wide, and that appeals to people of all ages, as Lucille Ball.

Suggestions:

1. Development of a wayfinding system should be a top priority, once you have a solidified brand.
2. With downtown, create districts each with a different focus.
3. Develop a “demonstration project.” Start with one block, make it a showcase, then move onto the next block. There are several areas that would be ideal places to start (bottom right).
4. The Lucy attractions need to cross promote each other.
5. Plaza areas, like the one shown below, present a great opportunity for open-air markets and events. Recruit outside events (clubs and organizations) to Jamestown.
6. With a number of theaters, performing arts could be another powerful draw to the community.





## ASSESSMENTS AND SUGGESTIONS

### LAKESWOOD

After the assessment process was complete, we drove through Jamestown one last time and saw the sign (top right). It's a terrific gateway sign and without it, we would have missed another gem.

We continue to use the gateway clock (bottom left) around the country as an excellent example for outstanding gateways. Once you see the sign, you look down the street to the clock tower. That's enough to convince visitors to make the turn to check it out.

The shops and buildings are terrific. A great little community.





## ASSESSMENTS AND SUGGESTIONS

### Suggestion

While the town doesn't quite have the critical mass to make it a stand-alone destination, this is still a not-to-be-missed community. Unfortunately, we discovered Lakewood on a Sunday when the shops and restaurants were closed, and so missed out on activities.

The Richard Harley Park is stunning and offers the most scenic park in the county - that we found. This is a beautiful quiet escape.





## ASSESSMENTS AND SUGGESTIONS

### Suggestion

We liked the gathering areas (like the one shown bottom left), and other communities should create these little alcoves as well. People are drawn to gathering places.

The streets, homes, and commercial district were clean, well maintained, and attractive.

Suggestion: Don't change a thing.

Is this house (near right) still for sale?





## ASSESSMENTS AND SUGGESTIONS

### Suggestions

While at a local restaurant in the county a front-line employee suggested we check out Bemus Point. Finding it was a challenge, but once there we were in for yet another treat and another “hidden” gem.

The Hotel Lenhart is beautiful and the town is intimate, inviting, and an excellent place to spend the day, if not the weekend.

1. Consider removing the Tree City USA sign (mount it on a wall at city hall) and remove the “zoning ordinances enforced” sign. Is this really necessary? Are there rogue developers in town? The fewer signs, the better.
2. Lower the interpretive signs so they are readable for pedestrians without getting neck strain (bottom right).
3. Consider a larger gateway sign, or repaint the existing sign (top right) so it always looks fresh and new.





## ASSESSMENTS AND SUGGESTIONS

### Suggestion

The floating stage (top right) is a great attraction. Does it get any better than this? The shops are very nice, as well as the restaurants. It's a pedestrian-friendly town, very intimate, and friendly. You feel at home when there. A couple of visitors mentioned that they'd like to thank the locals for sharing their community.





## ASSESSMENTS AND SUGGESTIONS

### Summary

The ferry is simply a “must do” activity when visiting the area. There are very few of these ferries still in operation and this one is a fun one to take. Suggestion: Add a price to the sign (top right). We had no idea how often it ran, or how much it cost to get to the other side.

The ferry is worth taking, even if you just drive back around when done.

Bemus Point is another great Chautauqua County gem. The concerts on the floating stage are a great draw. Promote it. Put up a calendar of events in each business in town. If we know what’s coming up, you increase the chances of getting repeat visitors.

Suggestion: The town could use a few more shops to create the critical mass, but don’t grow too much. It’s a great getaway the way it is.

Extend your seasons. The baby boom generation (born between 1946 and 1964) accounts for 80% of all travel spending. Sometimes tourism isn’t about bringing in more visitors, it’s bringing in the right visitors. Boomers are in their peak earning years and spend at the top of the market. They will travel for culinary experiences, and will pay more to stay in luxurious historic hotels.

The oldest boomers turn 61 this year and are now becoming empty nesters. The peak months for boomer travel are April, May, September and October. Are you open?

Extend your seasons. The days of Memorial Day to Labor Day travel are over. Every year there are another five million empty nesters who prefer to travel during the shoulder seasons to avoid the crowds. This creates an outstanding opportunity.





## ASSESSMENTS AND SUGGESTIONS

### CHAUTAUQUA INSTITUTION

Of all the places we've visited in the United States (more than 400 communities in 42 states) this is one of our very favorite. Without a doubt, this is the county's premier attraction and worth a flight across the country during the peak season.

Even when there are no major events, people visit by the droves (ten thousand a day during the nine week educational season) just to walk the grounds, shop and dine, and take in the outstanding ambience. This is the model other communities should strive to emulate.





## ASSESSMENTS AND SUGGESTIONS

### Suggestions and notes

One thing we heard, from employees working within the Institution grounds was that it is a “nine week season.” We were among many, many visitors who assumed that the Institution was only open to the public nine weeks a year and after that it was closed to visitors.

While the educational element may be closed after nine weeks, this sells the attraction short, hurting local businesses who need more than nine weeks of customers in order to make a living, or at least we would assume so.

Instead, every employee should note that the grounds and businesses are open year round (if this is the case), but that the educational season runs for the nine weeks each summer.

The Institution is worth a visit regardless of time of year or activities. It's beautiful in the dead of winter. In fact, we were so taken with the “village” that it was noted that “if we could afford it, it would be fun to rent a house here and fly all of our family from Seattle to Buffalo, then bring them all to Chautauqua for Thanksgiving.” It's the ambiance, the setting, the feeling you get when visiting the institution that makes it worth a visit from across the country.

Everything about it is first class. No hot dogs and beer here. It's strawberry shortcake and lemonade, complete with old-time jazz band, other musicians, and a first-rate art show.

The “Free Sundays” is pure genius and every parking spot within half a mile was full on our three visits to the village, two of them on Sundays.

Over the years the word “Chautauqua” has differed from its roots and is now synonymous with “education.” “Take a Chautauqua vacation” is a trip for learning.





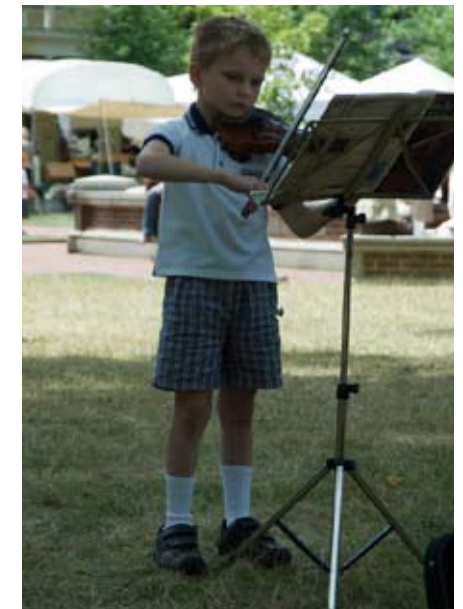
## ASSESSMENTS AND SUGGESTIONS

### Suggestion

If Chautauqua County could pick a brand, it could perhaps revolve around the theme of “The world’s learning center.” While the Institution would be the “anchor tenant,” it would be easy for other communities to tap into the brand. Would you like to learn more about Lucille Ball? Visit Jamestown. Learn the art of winemaking - a tie to the Wine Trail. What would you like to learn today? Education is already a big draw to the area and this type of branding effort would be easy to tap into.

With the boomer generation now traveling in the shoulder seasons, would the institution consider extending its educational season? Perhaps not a full-blown educational schedule, but classes in the arts (performing and visual), culinary arts, music, and top notch speakers could easily create shoulder season business for the county, and the Institution.

We were impressed with the quality of the art (top right), and the child musical artists (bottom right photos) who were phenomenal. People dress up to visit the Institution, which is always a great sign (bottom left).





## ASSESSMENTS AND SUGGESTIONS

### Notes

The amphitheater is exceptional (bottom left), as is the central plaza (top right), which showcases how important it is to create gathering areas as opposed so city center parks. This is a model that's been used throughout Europe for centuries and is still a major draw for visitors from around the world.

The shops in the village are also exceptional. While staff was overworked when visiting, they were still friendly and thankful for each purchase made.

Suggestion: Capitalize on “Chautauqua” as the word for “learning.” Consider licensing the “brand” or idea to other communities in other areas of the U.S. who could also develop this type of brand based on the Chautauqua model.





## ASSESSMENTS AND SUGGESTIONS

### Suggestion

Work with lakefront vendors on signage. We weren't sure whether you could rent sailboats, canoes, or kayaks and where you'd go if you wanted to do so. While there, we also saw a stern-wheeler tour boat (top right photo, in background), but were unsure of where it departs from or goes to.

There are very nice kiosks (bottom right) but these offer little in the way of activities in the area and nothing outside the gates. To get information regarding recreational activities on or near the water, you have to hike all the way to the entrance gates to get visitor information.

During the peak season, it would be good to have a waterfront visitor information kiosk staffed or have docents available to offer directions and to answer questions, such as "where are the restrooms," which were difficult to find.





## ASSESSMENTS AND SUGGESTIONS

### Summary

The Institution is the county's primary attraction, hands down, and the basis for a solid county-wide brand that other communities can tap into and leverage.

Primary suggestions: Quit selling it as a "nine week season." Extend programs into the shoulder seasons if at all possible, even if reduced to just a few activities geared to adult education. Let people know the shops, restaurants, lodging are open for extended periods. We don't know whether that's year round or from perhaps April through October. Let people know.

Cross sell to other attractions and events in the area that fit the quality and expectations of Institution visitors. This would include the Red Brick Farm, perhaps theater performances in Fredonia or Jamestown, a visit to the Lucille Ball Museum, concerts at Bemus Point, and particularly to other educational opportunities, like learning to kayak at Findley Lake, or learning about the environment at the Roger Tory Peterson Institute.

Every person on the DDI staff would like to visit. The market for this type of





## ASSESSMENTS AND SUGGESTIONS

### INTERSTATE 86 VISITOR'S CENTER

This is perhaps a showcase for other visitor centers around the country. The center is very, very nice, in a spectacular setting and comes complete with interpretive signage (below), gathering areas, attractive grounds, a well-informed staff and clean public restrooms, which was surprising given how busy the center was.

A note: Visitors, internationally, prefer the old fashioned kiosks rather than computerized visitor information. Several computer screens were not operating when we visited.

Very, very nice. A great selling point for the area.

