

The Essex County Industrial Development Agency was recently awarded \$50,000 from Empire State Development to develop and implement a marketing campaign with the goal of attracting customers lost as a result of the economic dislocation resulting from the Lake Champlain Bridge closure in the Towns of Moriah, Crown Point, Ticonderoga and the Village of Port Henry. The IDA will be holding two workshops that will provide technical assistance to business owners including information that will explain and assist your business in taking advantage of this marketing opportunity to strengthen your current customer base and create potential new marketing opportunities. The IDA strongly recommends local business owners in these communities attend the workshop to determine how “your business” can gain from this campaign.

Workshop / Meeting Schedule

<u>Date:</u>	<u>Location:</u>	<u>Time:</u>
February 9, 2010	North Country Community College Ticonderoga Campus Computer Lab	2:30-3:30
February 11, 2010	Moriah Central School High School Library	6:00-7:00

To sign up or for further information, please contact the Essex County IDA by phone at 518-873-9114 or email us at info@essexcountyida.com