

FAIRPORT HARBOR TOURISM COUNCIL

Life is Better in a Beach Town

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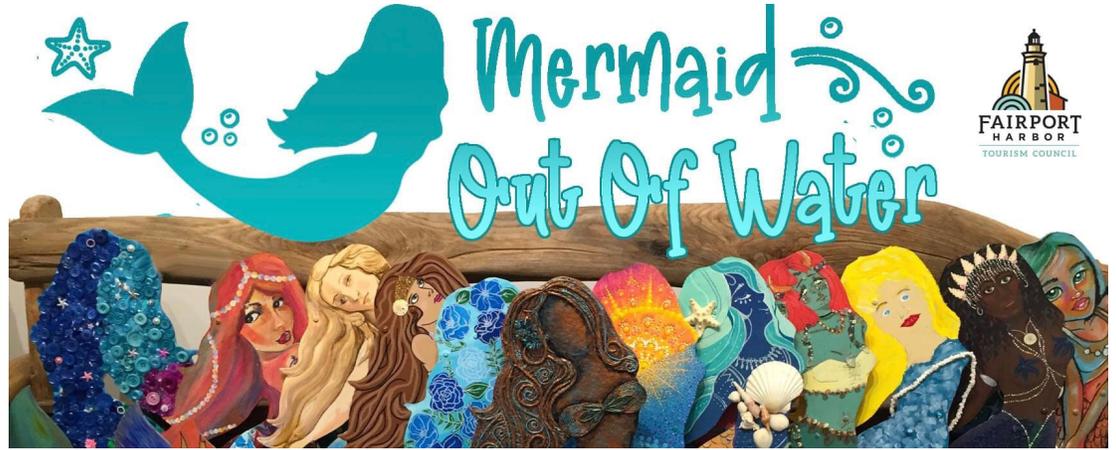
Year in Review

Membership

Fundraising

Looking forward to 2021

Volunteer Opportunities



Happy New Year! As we look forward to a successful 2021, we can all agree that 2020 was certainly a challenge for everyone. The FHTC, other organizations and the Village saw many of our events, including fundraisers, cancelled due to the pandemic. We were thankful to be able to sponsor our annual Mermaid Out of Water Outdoor Art Exhibit with over forty local artists participating. The exhibit drew many visitors into town during the summer months. Each piece was auctioned off during a very successful online fundraiser in September. Pam Morse has volunteered to be Chairperson for the 2021 Outdoor Art Exhibit.



We were very pleased to be able to decorate the gazebo in Memorial Park for Fall again this year as well as provide the Christmas tree for the gazebo. Thank you to the Village for purchasing the large planters that displayed the mermaids and also displayed the flowers provided by the Fairport Harbor Heritage Foundation



Our main goal has been to attract visitors and shoppers into Fairport Harbor. We achieved this in 2020 by promoting events such as Christmas in July, First Friday's, Holiday Open House, Small Business Saturday/Small Business Weekend, Shop Safe/Shop Small/Shop the Port and Business Member events and promotions. All while encouraging social distancing and wearing masks. Tourism Cash prizes were offered at some of these events. We redeemed \$420.00 in TC in 2020. Businesses are reimbursed 100% by FHTC when they accept Tourism Cash.



To our valued Members, *Membership renewal fees are due at this time.*

BUSINESS MEMBERS receive a listing on the FHTC website showing a map with the business location and a link to their website. Business Member’s Facebook posts and promotions are shared on FHTC’s Facebook page and are promoted during our sponsored events. We currently have 6,300 followers on Facebook.

We are encouraged by the increase in foot traffic to our downtown businesses in 2020.

It is our desire to continue the momentum for 2021 by focusing our social media advertising and promotion to communities within a two and a half hour travel radius of Fairport Harbor. Our Facebook ads reach 11,000-15,000 people. We are exploring additional advertising options as well.

Our Fundraising Committee is working on plans for “Masquerade Magic Online Basket Raffle” to be held in March of 2021. We are seeking raffle donations. We weren’t able to hold our major fundraising event in 2020 due to COVID-19, so the success of this year’s online fundraising event is very important to the Tourism Council.

FHTC will host bi-monthly virtual General meetings starting in 2021. Check our Facebook page for updates. Harbor Pop Up Market is tentatively on the schedule for September 18th. It is our hope to be able to host the Garden Walk this year. Please contact the Tourism Council at info@fairportharbortourism.com if you would like to volunteer or participate in one of our events.

FHTC has many opportunities to volunteer. If you’re interested in volunteering to help with events, fundraisers or to join a committee, please reach out to us at info@fairportharbortourism.com or talk to one of our Board Members.

Here’s to a successful 2021 for Fairport Harbor!

Sincerely,
Pat Spivak

President, Fairport Harbor Tourism Council

Board Members

- President, Pat Spivak
- Co-Vice President, Pam Morse
- Treasurer, Rose Morse
- Secretary, Lisa Cummings
- Trustee, Christina Bacnik
- Trustee, Tonya Schwendeman

