

Building Partnerships

By: Nancy B. Howell, Volunteer for See Lancaster

Building partnerships is one of the primary missions of See Lancaster. In the short time of its existence many partnerships have formed and others are being planned. A major area of concern has always been how do small businesses market and promote themselves while competing with the bigger stores. That is one of the partnerships that has been a focus the last few months for See Lancaster.

Staff and volunteers have been working with small businesses throughout the county in finding ways to come together and combine forces to call attention to the wide range of quality products available in Lancaster without going out of the county or state to buy. One of the latest examples was the recent Holiday Happening. See Lancaster and local businesses worked to promote not only the events that were happening, but to call attention to the businesses and what they had to offer. Businesses offered their space for demonstrations and other opportunities for the general public. Shoppers and visitors not only enjoyed watching the artists and enjoying refreshments, but in some cases visited a business they had forgotten about or had never been in.

Transportation was offered between the two craft shows at the Arts Council and Ace Hardware. The chairman of Holiday Happening had been working with the owner of the hardware store since last Christmas in preparation for the annual event.

By working together, these businesses can combine costly advertisement and keep the public aware of what they have to offer. One of the best examples of joint advertisement is a brochure that was designed for ten businesses and is now in the I-77 Welcome Center. Recently, staff of See Lancaster displayed their Traveling Exhibit at the I-77 Center. All of the newly-designed brochures were accepted for display and left at the Center for the public.

The Traveling Exhibit is another tool that will be used to keep shoppers and tourists aware of the advantages of our community. Four beautiful posters have been designed, mounted and laminated as promotional signage. Each is a beautiful montage of different pictures depicting Kershaw, Heath Springs, Lancaster and Indian Land. They are part of the impressive Traveling Exhibit.

Building partnerships to develop, market and promote Lancaster County in a quality manner is primary in See Lancaster's planning, and the board and staff are off to a good start.