

EDP Monthly

Erie Downtown Partnership

August 2011
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EDP Façade Funding Available for properties located between 12th & 14th Streets

The Erie Downtown Partnership has façade grant funding available to property owners located in the area between 12th and 14th Streets and State to Sassafras.

This funding was made available through the Department of Community & Economic Development but regulated to these boundaries by the State due to the current renovations taking place. The grant is for façade improvements only and requires a 50/50 match by the property owner; the overall project cannot exceed \$25,000.

If you are interested or have any questions, please contact our office as soon as possible. This grant does require that you fill out a Grant Application and the application is then reviewed by our Design Committee. Again, please contact Brenda or Julie at 814-455-3743 with any questions.



EDP Members don't forget to inform us if you have any vacant space! Our Online Vacancy Inventory is taking off! You don't want to miss out on the opportunity to have your space filled. Please send all vacancies to Julie.ross@eriedowntown.com. You can also find the inventory on our website at www.eriedowntown.com; we've had wonderful feedback and the opportunity to assist EDP Members in filling vacant space. If you have any questions please call the office at 814-455-3743.

Erie Playhouse Throws the Spotlight on the Erie Land Lighthouse



The Erie Playhouse, in cooperation with the Erie Port Authority, will conduct tours of the historic Erie Land Lighthouse, located at the foot of Lighthouse St. in James N. Thompson Lighthouse Park, August 27, 28, Sept. 3, 4, and 5.

The lighthouse, also referred to as the Old Presque Isle Lighthouse, was constructed in 1818 and was the first built on the Great Lakes. Local lighthouse enthusiasts and ardent Erie Playhouse supporters Kitty Felion and Janet Woods spearheaded a restoration project in cooperation with the Erie Port Authority and Ray Schreckengost, which was completed in 2004.

The tours, which will be conducted by authentically costumed Erie Playhouse actors, will be the first regularly scheduled tours to be open to the general public. Groups of 12 will be taken up the 59 steps to the top to view the scenic Erie harbor and surrounding area. Those waiting will pass the time enjoying historic renderings and photographs of Erie along with some theatrical reenactments. There is also a playground for the children to enjoy.

WHAT: Erie Land Lighthouse Tours, sponsored by the Erie Playhouse and Port Authority

WHEN: August 27, 28, Sept. 3, 4, & 5 from Noon - 5pm

WHERE: Foot of Lighthouse St., James N. Thompson Land Lighthouse Park - enter off of East Lake Rd. via Hess Ave.

WHO: Tours to the top of the Lighthouse are open to anyone over 44" tall.

TICKETS: \$5.00 per person (all proceeds benefit the Erie Playhouse Youtheatre program).

The Erie Playhouse
13 W 10 St, Erie PA
814-454-2852

Website: <http://www.erieplayhouse.org>

WIN a FREE Party on Us!



21 la rue dix & Sabella's Catering, Grise Audio Visual and La Grand Elite Limousine are giving away a great FREE party for 50!

Go to FACEBOOK to "Party on Us" page, and follow contest directions. Remember: You must LIKE Party on Us page & also LIKE all four major sponsors' pages and fill out entry form.

~ Hurry - September 19th is drawing for the winner ~

Both Seminars FREE to EDP Members!!



Cold Calling Seminar

Stop procrastinating and start prospecting! Master the Approach Call, Referrals, Networking, and Communication Skills to Supercharge Your Sales! That's exactly what participants in Sandler Training's Prospecting Workshop do. Learn and practice:

- Common approach calls
- Voice mail strategy
- Referral techniques
- Networking tactics
- Communication style preference
- 10 and 30 second commercials

10 reasons why you should attend this prospecting workshop:

1. You are not achieving your sales goals
2. Frustrated by voice mail
3. Can't get past the gatekeeper
4. Rejection is getting the best of you
5. Struggling with a bout of prospecting reluctance
6. Can't get to the decision maker
7. No prospecting system - You're winging it
8. Can't overcome prospect's objections
9. Can't get past the first 10 seconds - Scripts aren't working
10. Fear is holding you back.

Date: Tuesday, September 13, 2011

Presenter: Scot Teachout, Peak Performance

Location: Gannon University, 110 West 9th Street, Erie PA 16501

Time: 9 am – 11 am

Cost: \$35

To register: Call 814-871-7232 or www.sbdcgannon.org

ADVANCED SALES TECHNIQUES: *STRATEGICALLY TARGETING REFERRALS*

Without a doubt, referrals are the most effective form of prospecting. This seminar is dedicated strictly to the art of prospecting through introductions and referrals. You'll get an array of ideas to help you get referrals, as well as a planning system to help you generate them consistently.

In two hours you'll learn:

- Why we should ask for referrals
- Why we don't ask for referrals
- Why we don't get/get good referrals when we do ask
- Eight steps for strategically targeting referrals
- Why money grows on trees
- The Top Twelve Rules for Referral Prospecting

6 reasons you should attend this Referral Workshop:

1. You are not achieving your sales goals
2. You have a loyal client/customer base but don't get referrals
3. You don't feel comfortable asking for referrals
4. You don't know how to ask for referrals
5. You get referred to the wrong kinds of prospects
6. You can't get referral prospects to call you back

Date: Wednesday, October 12, 2011

Time: 9am – 11am

Location: Gannon SBDC, 110 West 9th Street, Erie PA 16501

Presenter: Scot Teachout, Peak Performance

To register: call 814.871.7232 or www.sbdcgannon.org

