

Buy Madison County/Madison County Local Eats

*Links are provided at the bottom of the document.

Campaign 1: Madison County started the "Buy Madison" campaign back in 2013 as a creative way to support county-wide local businesses and generate local sales tax revenue. As a result, the County created a website called "Buy Madison County." Our website contains actively changing deals of the week and general deals from various local businesses. Local businesses that recently appeared on our website include Canastota Custom Framing LLC, an artisan soap producer known as the Country Artist, and Napoleans (restaurant). In addition, local businesses can use our website and the Buy Madison County Facebook page to display deals.

Campaign 2: Due to the COVID-19 pandemic, local businesses, especially our food industry, were significantly impacted. The County wanted to encourage residents to support local restaurants, resulting in the "Madison Local Eats" program in 2020. Customers pay \$25 for a \$50 voucher, \$50 for a \$100 voucher, or \$100 for a \$200 voucher towards a restaurant of their choosing on the Buy Madison website. The other half of the voucher is paid for by Madison County to the restaurant of the customer's choosing. In total, 4,900 vouchers were claimed, and 45 businesses participated in the program.

Due to the program's successes, the County reinitiated the program in 2021. A significant number of vouchers were sold within a few days of its relaunch due to high demand. Fifty-two restaurants participated in the program and are listed below. In total, local restaurants received \$765,000.00 in 2020 and 2021. Many of these restaurants found new patrons due to the program.



- 1854 Tavern
- 31 Express Deli & Grocery
- Annie's Sweets & Treats
- Brae Loch Inn
- Bueno Tacos
- Canastota Bagels and Subs
- Cazenovia Pizzeria
- Center Street Market 13032
- Coal Yard Tavern
- Copper Turret Restaurant
- Dave's Diner Cazenovia
- DeMario's Eatery
- Due Passi Pizzeria
- Flour & Salt Bakery and Cafe
- FoJo Beans Coffee Roasters & Cafe
- Foothill Hops Farm Brewery
- Good Nature Farm Brewery
- Hamilton Inn
- Hamilton Whole Foods
- HeartStone Artisan Bakery
- HipSTIR Cafe
- Hometown Pizzeria Canastota
- Johnnie's Pier 31 Restaurant
- Kalamata Pita
- Knotty Pine Diner
- Lakers Lounge
- Lee's Barbecue Pit

- Lincklaen House
- Lucky Dogs Pizzeria & Taproom
- Mad Tacos
- Madison Bistro
- Madison County Distillery
- Martha's On Madison
- Maxwells Chocolates & Ice Cream
- Meier's Creek Brewing Company
- Penny's Candy Co. @ ZEMS
- Peterboro General Store
- Pewter Spoon Cafe
- Quack's Village Inn
- Ray Brothers Barbecue
- Rusch's Bar & Grill
- Shelly's Bar & Restaurant
- Ten Pin Restaurant
- The Blend
- The Brewster Inn
- The Fireside/ Sunny's Kitchen
- The Georgetown Inn
- The Poolville Country Store
- The Sugar Shack Cafe and Bakery
- Theodore's Restaurant
- Three Pines Restaurant
- White Eagle Conference Center
- Ye Olde Landmark Tavern
- Ye Olde Pizza Pub Hamilton



Vouchers are available beginning October 13, 2021. There is a limited supply and they will go fast. Go to www.buymadisoncountyny.com. Vouchers can only be redeemed between October 21 and November 14, 2021.

Marketing: The County engaged with C&D Advertising to help develop a more robust and targeted marketing campaign that upholds the same goals that built Buy Madison, while moving us forward in digital media and marketing. C&D advertising currently creates promotional videos (found on our Buy Madison County Facebook and youtube), radio and billboard advertisements, and manages our Buy Madison County social media (Facebook and Instagram). On our Facebook page, C&D actively posted content to inform restaurants when registration for Madison Local Eats was due and promoted the program to residents (Figures 1a and 1b).

Aside from the marketing firm, we also have a Public Information Officer that actively uses our County's social media like Facebook and Instagram and also talks with news outlets to promote the Buy Local and the Madison Eats programs (Figure 2a and 2b).



Figure 1a



Figure 1b



Figure 2a



Figure 2b

To further brand and market our Buy Local initiative, C&D created our unique logo. The logo includes a farm, a waterfall, a maple leaf, and wine glasses, all of which uniquely symbolize the plethora of local opportunities available in our County (Figure 3).



Figure 3

Links:

Buy Madison County Website: <https://www.buymadisoncountyny.com/>

Buy Madison County Local Eats Page: <https://www.buymadisoncountyny.com/madison-local-eats/>

Buy Madison County Promotional videos/advertisements:
https://www.facebook.com/BuyMadisonCounty/videos/?ref=page_internal

Buy Madison Youtube: https://www.youtube.com/watch?v=hvv1_a8CLfk

Buy Madison Facebook: https://www.facebook.com/BuyMadisonCounty/?ref=page_internal

Buy Madison County County Instagram: <https://www.instagram.com/buymadisoncounty/>

Local news releases: <https://www.oneidadispatch.com/2021/10/05/miss-out-on-the-first-madison-county-gift-card-matching-program-its-back-this-october/>